NEWFOUNDLAND AND LABRADOR

1984 TRAVEL RESEARCH PROJECT

A Survey of Air Travellers

June 4th to August 26th, 1984

Prepared By

Planning and Evaluation Division
Tourism Branch
Department of Development and Tourism

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PREFACE

The 1984 Travel Research Project was a survey of air travellers within Newfoundland and Labrador from June 4 to August 26, 1984. The emphasis was on obtaining more information regarding the non-resident business traveller and resident travellers both within and outside the Province. The information collected would be used by the Newfoundland and Labrador Tourism Industry Association, the federal Department of Regional Industrial Expansion and the provincial Department of Development and Tourism.

This report represents a summary of the findings of the 1984 Travel Research Project. For further information, please direct enquiries to Joan Quigley, Planning and Evaluation Division, Tourism Branch, Department of Development and Tourism, P. O. Box 2016, St. John's, Newfoundland A1C 5R8.

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INTRODUCTION

PURPOSE

One of the primary objectives of the 1984 Travel Research Project was to collect data relating to non-resident business and conference/convention travellers. More specifically, information was sought on:

- the willingness of the business or conference/convention traveller to extend a future business trip by at least one night to include some vacation time;
- the attractions of Newfoundland and Labrador which would make them consider taking some vacation time while here on a business trip;
- the need for improvements in the infrastructure which would affect their decision to extend such a trip;
- the factors important in influencing the business traveller to take some vacation time while on a business trip;
- the time of decision-making to extend such a trip, and;
- the flexibility of the business traveller to make such a decision.

Other objectives of the study were to determine:

- the volumes of residents and non-residents boarding flights during the survey period;
- the purpose of both in and out-of-province resident trips, plus the destination of the out-of-province resident trips;
- the affect on intention to return of non-resident travellers in relation to their ratings of both the availability

of Newfoundland and Labrador tourist literature in the hotels and motels in this Province and the overall cleanliness of the Province's environment, and;

. general travel characteristics of the non-resident traveller including: origin, main purpose, party size, length of stay, nights spent in types of accommodations, expenditures, major destinations, time of trip decision-making, composition of travelling group, previous visits, intention to return, next trip and demographics - occupation, age, marital status and income.

OVERVIEW OF METHODS

Questionnaire [See Appendix "A"]. The questionnaire consisted of twenty-four questions in total. Only those passengers who were beginning their trip at the time of selection were asked to complete the questionnaire. Exiting residents and in-province resident travellers were asked about main purpose of trip. All respondents were asked about party size. Non-residents exiting the Province were also asked about main purpose plus an additional fifteen questions relating to their trip to the Province. Business and conference/convention exiting non-residents were asked four more questions - regarding extended business travel.

Information relevant to the weighting of the data was provided by the interviewers in a section at the top of the questionnaire. Coding blocks for the coding of responses to the questions, were provided in a column to the right of the

questions.

Survey Population. The survey population consisted of all persons boarding flights on either Eastern Provincial Airways, Air Canada or Quebecair at either of the Province's six major airports - St. John's, Gander, Deer Lake, Stephenville, Goose Bay or Wabush - during the time period June 4 to August 26, 1984. The total boarding passengers at these airports as indicated by the airlines during this survey period was 121,935.

Sampling Procedures and Sample Size. The sample selection procedure was carried out in two stages. Stage one involved the construction of a frame listing each departing flight stratified by airport, airline, flight number, time of departure and departure date within the survey period for the three major airlines serving the Province. For each airport, the departing flights were listed by airline and flight number in ascending order by departure time. The flights to be sampled were selected by applying a systematic procedure based upon the sample rate by airport and flight groupings. The sample rate for each airport was determined by the number of interviewers and the number and departure times of flights at each airport. The effective sampling rate for each of the airport's departing flights was the same as the overall sampling rate for that airport. Each day of the week that a particular flight departed was sampled proportionately over the survey period. Only one flight was selected at any one time for a particular airport.

Stage two involved the selection, by interviewers, of a representative cross section of boarding passengers on the flights sampled. Due to an insufficient amount of time between security and boarding calls at the airports, this selection procedure commenced at the ticket counter after passengers had checked in for their flight and continued into the security areas until the boarding call was announced.

A total of 10,319 interviews were conducted with boarding parties during the survey period. The estimated number of boarding parties from the 121,935 passengers was 77,536. Total interviews conducted in the sample thus represented 13.3% of the population.

Weighting [See Appendix "B"]. The procedure of sampling each airport independently resulted in varied ratios of the number of interviews obtained to the volume of boarding passengers at each airport. Two types of weighting factors - respondent weighting factors and party weighting factors - were applied which adjusted the sample to be representative of the true number of boarding passengers at each airport, for each airline and flight number during the survey period.

Processing. Throughout the survey period, completed questionnaires were coded by the interviewers at the end of each interviewing session and were submitted on a weekly basis along with control forms containing relevant weighting

information. Coded surveys and weekly forms were re-checked by the project co-ordinator and office staff and the necessary feedback was provided to field workers.

Newfoundland and Labrador Computer Services (NLCS) were engaged to process and analyze the data. Upon completion of keypunching, data was subjected to an editing program for detection of errors and inconsistencies. Updates were prepared and keyed by Provincial Tourism staff. Several test runs were prepared by NLCS and checked by the Department for verification of table specifications, the weighting process, and output formats before final analysis of results was produced.

VOLUME OF TRAVEL

Total boarding passengers on Air Canada, Eastern Provincial Airways and Quebecair during the survey period was 121,935. Survey results indicated that of these passengers, 36.7% were non-residents and of these non-residents, 95.0% had a final destination outside the Province. With respect to the 63.3% of residents, just over three-fifths (62.7%) were exiting the Province while the remaining 37.3% had a final destination within Newfoundland and Labrador. [See Table 1.1]

Similar results were obtained regarding origin and destination of parties. During the survey period, an estimated 77,536 parties were represented by the 121,935 boarding passengers. Of these parties, 37.5% were non-resident and 62.5% were resident. This slightly larger proportion of non-resident parties versus persons indicates that the average party size of non-residents was smaller than that of residents. [See Table 1.2]

TABLE 1.1 - Percent of Boarding Passengers - Passenger Origin By Final Destination of Air Trip

Key - Persons
Row %
(Column %)
[% of Base]

Origin	Final Destination: Within Province	Final Destination: Outside Province	Origin Percent of Base
Newfoundland/ Labrador	3851 37.3 (92.8) [23.6]	6480 62.7 (53.3) [39.7]	10331 63.3
Non-Newfoundland/ Labrador	298 5.0 (7.2) [1.8]	5681 95.0 (46.7) [34.8]	5979 36.7
Final Destination Percent of Base	4149 25.4	12161 74.6	16310 100.0

TABLE 1.2 - Percent of Boarding Parties - Party Origin by Final Destination of Air Trip

Key - Parties
Row %
(Column %)
[% of Base]

Origin	Final Destination: Within Province	Final Destination: Outside Province	Origin Percent of Base
Newfoundland/ Labrador	2540 39.9 (91.9) [24.9]	3827 60.1 (51.5) [37.6]	6367 62.5
Non-Newfoundland/ Labrador	224 5.9 (8.1) [2.2]	3602 94.1 (48.5) [35.3]	3826 37.5
Final Destination Percent of Base	2764 27.1	7429 72.9	10193 100.0

RESIDENT TRAVEL

Main Purpose [Tables 2.1 and 2.2]. Almost 75% of residents travelling by air within the Province were travelling for one of two reasons - to visit friends and/or relatives (38.0%) or for business purposes (35.2%). Sightseeing/touring was the main purpose of trip for only 6.7% of in-Province resident air travellers.

While the proportions varied, the same three reasons accounted for 80% of the out-of-province resident air trips. Approximately one-third (33.9%) of the residents were travelling to other destinations to visit friends and/or relatives, another 23.9% were on other business and 22.2% were exiting the Province for sightseeing/touring. Interestingly, 3.4% of residents were leaving the Province to relocate and another 1.2% were exiting to seek employment.

Final Destination - Out of Province Trips [Table 2.3]. Of those residents exiting the Province, 27.3% had a final destination of Toronto, 21.2% were going to Nova Scotia, 13.2% were travelling to Other Canada (ie., Manitoba, Saskatchewan, Alberta, British Columbia, Yukon or North West Territories) and 9.7% were en route to Montreal.

Not surprisingly, the final destination of one-third (34.2%) of residents exiting the Province to visit friends and/or relatives was Toronto. Another 18.4% of residents visited friends and/or relatives in Nova Scotia, 12.7% in Other Canada and 9.7% in Montreal.

The most frequently stated final destinations for business purposes were Nova Scotia, Toronto, Montreal and Other Canada as indicated by 37.5%, 20.5%, 12.3% and 11.0%, respectively, of exiting residents.

Toronto was stated by almost one - third (30.4%) of exiting residents whose main purpose was sightseeing/touring while four other destinations each were indicated by approximately ten percent of exiting residents - namely, Florida (11.4%), Montreal (10.9%), Nova Scotia (9.9%) and Other Canada (9.4%).

Of those residents exiting the Province to relocate, 27.3% indicated a final destination of Other Canada, 22.7% stated Nova Scotia, 19.9% said Toronto, 12.5% indicated Other Quebec and 9.7% said Other Ontario.

Toronto was the most popular final destination of exiting residents in search of a job.

Table 2.1 - Percent of Residents[1] - Main Purpose by In/Out Province Final Destination

Key - Persons
- Column %

Main Purpose [Persons]		In/Out Province Final Destination: In Province	Out of Province
Conference/ Convention	[259]	42 2.0	214 3.3
Other Business	[2259]	721 35.2	1543 23.9
Sightseeing/ Touring	[1568]	137 6.7	1429 22.2
Accompanying Others on Business	[54]	20 1.0	34 *
Different Culture/ Lifestyle	[87]	11 *	76 1.2
Visiting Friends/ Relatives	[2963]	779 38.0	2183 33.9
Change Environment/ Climate	[167]	11 *	156 2.4
Fishing	[18]	12 *	6 *
En Route to School	[96]	33 1.6	60 *
Offshore	[6]	6 *	0 0
Relocating	[243]	24 1.2	216 3.4
Seeking House	[21]	0 0	21 *
Seeking Job	[88]	6 *	78 1.2
Large Groups	[160]	39 1.9	121 1.9
Other	[512]	210 10.2	308 4.8
In/Out Province Total	[8496]	2051 100.0	6445 100.0

* - Less than 1%

1 - Does not include residents returning home.

Table 2.2 - Percent of Resident Parties[1] - Main Purpose by In/ Out Province Final Destination

Key - Parties
- Column %

Main Purpose [Parties]		In/Out Province Final Destination: In Province	Out of Province
Conference/ Convention	[157]	21 1.6	136 3.6
Other Business	[1737]	580 43.2	1157 30.4
Sightseeing/ Touring	[765]	65 4.8	700 18.4
Accompanying Others on Business	[28]	9 *	19 *
Different Culture/ Lifestyle	[49]	4 *	45 1.2
Visiting Friends/ Relatives	[1720]	456 33.9	1264 33.3
Change Environment/ Climate	[54]	5 *	49 1.3
Fishing	[10]	6 *	4 *
En Route to School	[83]	27 2.0	56 1.5
Offshore	[6]	6 *	0 0
Relocating	[129]	16 1.2	113 3.0
Seeking House	[13]	0 0	13 *
Seeking Job	[71]	6 *	65 1.7
Large Groups	[6]	3 *	3 *
Other	[317]	140 10.4	177 4.7
In/Out Province Total	[5145]	1344 100.0	3801 100.0

* - Less than 1%
1 - Does not include resident parties returning home.

Table 2.3 - Percent of Exiting Residents - Main Purpose by Final Destination

Key - Persons
- Row %
- (Column %)

Main Purpose [Persons]		Final Destination: PEI	Nova Scotia	New Brunswick	Montreal	Other Quebec	Toronto	Other Ontario	Other Canada
Conference/ Convention		3	71	27	7	4	35	11	30
		1.4	33.2	12.6	3.3	1.9	16.4	5.1	14.0
	[214]	(4.0)	(5.2)	(8.9)	(1.1)	(1.8)	(2.0)	(2.9)	(3.5)
Other Business		23	578	94	190	17	317	82	169
		1.5	37.5	6.1	12.3	1.1	20.5	5.3	11.0
	[1543]	(30.7)	(42.3)	(30.8)	(30.4)	(7.5)	(18.0)	(22.0)	(19.8)
Sightseeing/ Touring		30	142	45	156	50	434	76	134
		2.1	9.9	3.1	10.9	3.5	30.4	5.3	9.4
	[1429]	(40.0)	(10.4)	(14.8)	(25.0)	(22.1)	(24.7)	(20.4)	(15.7)
Different Culture/ Lifestyle		0	10	0	13	1	27	0	15
		0	13.2	0	17.1	1.3	35.5	0	19.7
	[76]	(0)	(*)	(0)	(2.1)	(*)	(1.5)	(0)	(1.8)
Visiting Friends/ Relatives		12	402	103	211	38	747	153	277
		*	18.4	4.7	9.7	1.7	34.2	7.0	12.7
	[2183]	(16.0)	(29.4)	(33.8)	(33.8)	(16.8)	(42.4)	(41.0)	(32.5)
Change Environment/ Climate		0	7	10	7	15	18	2	2
		0	4.5	6.4	4.5	9.6	11.5	1.3	1.3
	[156]	(0)	(*)	(3.3)	(1.1)	(6.6)	(1.0)	(*)	(*)
En Route to School		0	7	7	11	5	9	3	1
		0	11.7	11.7	18.3	8.3	15.0	5.0	1.7
	[60]	(0)	(*)	(2.3)	(1.8)	(2.2)	(*)	(*)	(*)
Relocating		0	49	1	3	27	43	21	59
		0	22.7	*	1.4	12.5	19.9	9.7	27.3
	[216]	(0)	(3.6)	(*)	(*)	(11.9)	(2.4)	(5.6)	(6.9)
Seeking Job		0	9	0	2	0	48	2	17
		0	11.5	0	2.6	0	61.5	2.6	21.8
	[78]	(0)	(*)	(0)	(*)	(*)	(2.7)	(*)	(2.0)
Other		7	91	18	24	69	82	23	148
		1.4	18.6	3.7	4.9	14.1	16.7	4.7	30.3
	[490]	(9.3)	(6.7)	(5.9)	(3.8)	(30.5)	(4.7)	(6.2)	(17.4)
Final Destination		75	1366	305	624	226	1760	373	852
Percent	[6445]	1.2	21.2	4.7	9.7	3.5	27.3	5.8	13.2

* - Less than 1%

Table 2.3 (Continued) - Percent of Exiting Residents - Main Purpose by Final Destination

Key - Persons
- Row %
- (Column %)

Main Purpose [Persons]	Final Destination: New England[1]	Mid Atlantic[2]	Florida	Other U.S.A.	Other Countries
Conference/ Convention	0	0	0	15	11
	0	0	0	7.0	5.1
	(0)	(0)	(0)	(9.6)	(4.0)
Other Business	4	11	11	23	24
	*	*	*	1.5	1.6
	(8.0)	(9.9)	(4.1)	(14.7)	(8.7)
Sightseeing/ Touring	17	31	163	42	109
	1.2	2.2	11.4	2.9	7.6
	(34.0)	(27.9)	(60.6)	(26.9)	(39.4)
Different Culture/ Lifestyle	0	0	0	9	1
	0	0	0	11.8	1.3
	(0)	(0)	(0)	(5.8)	(*)
Visiting Friends/ Relatives	24	48	8	36	124
	1.1	2.2	*	1.6	5.7
	(48.0)	(43.2)	(3.0)	(23.1)	(44.8)
Change Environment/ Climate	0	0	86	9	0
	0	0	55.1	5.8	0
	(0)	(0)	(32.0)	(5.8)	(0)
En Route to School	4	7	0	6	0
	6.7	11.7	0	10.0	0
	(8.0)	(6.3)	(0)	(3.8)	(0)
Relocating	1	0	0	9	3
	*	0	0	4.2	1.4
	(2.0)	(0)	(0)	(5.8)	(1.1)
Seeking Job	0	0	0	0	0
	0	0	0	0	0
	(0)	(0)	(0)	(0)	(0)
Other	0	14	1	7	5
	0	2.9	*	1.4	1.0
	(0)	(12.6)	(*)	(4.5)	(1.8)
Final Destination	50	111	269	156	277
Percent	*	1.7	4.2	2.4	4.3

* - Less than 1%

[1] - Includes Maine, New Hampshire, Vermont, Massachusetts, Rhode Island and Connecticut

[2] - Includes New York, New Jersey and Pennsylvania

NON-RESIDENT TRAVEL

GENERAL TRIP CHARACTERISTICS

Origin [Table 3.1]. Ontario continued to be Newfoundland and Labrador's major non-resident market representing 34.6% of visiting parties. Of these, 17.9% were from Toronto and the remaining 16.7% of parties were from other parts of Ontario. Nova Scotia represented the Province's second largest market with 21.2% of parties. Other Canada followed in third place with 13.1% of visiting parties while Quebec visitors represented 8.4% of the market. Of the remaining parties, 12.9% were from the United States, 5.7% from New Brunswick, 3.3% from Other Countries and less than 1% from P.E.I.

Main Purpose of Trip [Table 3.1]. Other business or visiting friends and/or relatives were cited as the main purpose of trip by almost four-fifths of all non-resident visiting parties to the Province travelling by air. Those visiting for other business purposes represented 43.6% of parties while another 34.6% were visiting friends and/or relatives. Sightseeing/touring was indicated as the main purpose of trip for 10.2% of parties. 5.5% of parties were attending conferences or conventions.

Party Size [Table 3.2]. The overall average party size for non-resident air visitors to Newfoundland and Labrador was 1.57. The main purpose of trip was generally a determining factor of party size. While parties visiting for other business purposes represented the smallest party size

with 1.22 persons, the remaining three dominant main purpose groups - conference/convention, sightseeing/touring, and visiting friends/relatives - each comprised of an average of 1.82 to 1.86 persons per party.

Party size by origin varied - from 1.28 to 2.00 persons per party.

Length of Stay [Tables 3.3 and 3.4]. Non-resident air visitors spent an average of 8.83 nights in the Province. As with party size, length of stay differed depending on the main purpose of visit. Those visiting to attend a conference or convention or for other business purposes had the shortest length of stay - 4.29 and 4.78 nights, respectively. Sightseeing/touring visitors stayed twice as long and spent an average of 10.48 nights in the Province. Those visiting friends and/or relatives, stayed the longest - spending almost two weeks (13.72 nights) on their trip.

Length of stay varied by origin. Visitors from Other Canada, the U.S.A. and other countries stayed the longest, while visitors from the closer origins spent less time on average in the Province. Within each main purpose group, however, length of stay by origin varied less.

Of all party nights spent in the Province, almost forty percent were by residents from Ontario - 19.7% and 17.5% by Toronto and other Ontario parties, respectively. An additional one-third of all nights were spent by visitors from the Province's second and third major markets combined - Other Canada (17.9%) and Nova Scotia (14.5%).

In consideration of the different lengths of stay between the main purpose markets and the varying sizes of these markets, it is not surprising that those visiting friends and/or relatives accounted for the larger proportion (54.1%) of all party nights spent in the Province. Other business parties accounted for 23.4% of nights. 12.3% of the nights were spent by sightseers/tourers. Those attending conferences or conventions accounted for the smallest proportion (2.7%) of party nights.

Accommodations Used [Table 3.5]. Almost two-thirds (65.2%) of all nights spent in the Province were in the houses of friends or relatives and of these nights 78.6% of them were spent by those whose main purpose was to visit friends and/or relatives. An additional 25.6% of party nights were spent in hotels and motels and of these, 60.8% were spent by other business parties and 20.3% by sightseers/tourers. Only 1.4% of nights were spent in tourist or hospitality homes.

From the main purpose perspective, almost ninety percent (89.6%) of conference and convention nights were spent in hotels/motels. Other business parties spent two-thirds (66.1%) of their nights in hotels and motels and 11.0% in the houses of friends or relatives. Sightseers/tourers spent almost half (48.4%) of their nights in the houses of friends

or relatives and another 42.0% of nights in hotels and motels. Those visiting friends and/or relatives spent 95.0% of party nights in the houses of friends or relatives.

Major Destinations [Tables 3.6 to 3.8]. St. John's was the destination in which 44.7% of all party nights were spent. Those attending conferences or conventions spent the majority (85.8%) of their nights in St. John's. Two-thirds (65.7%) of other business nights, over half (53.1%) of sightseer's/tourer's nights and one-third (33.1%) of the nights spent by parties visiting friends and/or relatives were spent in St. John's.

The northwestern part of the Avalon Peninsula, Corner Brook and southwestern Newfoundland - with 6.7%, 6.3% and 5.6%, respectively; of party nights - were the only other destination areas in the Province in which over five percent of all party nights were spent. The Burin Peninsula, however, did receive 4.8% of party nights. Following next were Labrador, Gander and Windsor/Grand Falls with 3.8%, 3.3% and 3.3% respectively, of party nights.

With respect to main purpose, all destinations except Labrador had the largest proportion of party nights spent by those visiting friends and/or relatives. Other business party nights accounted for over two-fifths (43.1%) of the nights spent in Labrador with party nights by those visiting friends and/or relatives following close behind at 39.8%.

Overall, 56.4% of party nights were spent in Tourism Region 1 (St. John's and Avalon), 7.7% in Region 2 (Burin, Bonavista and Terra Nova), 15.6% in Region 3 (Central Newfoundland), 16.5% in Region 4 (Western Newfoundland) and 3.8% in Region 5 (Labrador). [See Appendix C]

The average length of stay varied for each destination area, as well as, within the main purpose groups. Note that Table 3.7 outlines the average length of stay per party for each destination by main purpose while Table 3.8 outlines the average length of stay per person for the destinations by origin.

Traveller Expenditures [Tables 3.9 to 3.12]. The overall average expenditure per party per trip by non-resident air travellers to the Province was $549. Per party-trip expenditure figures are greatly affected by party size, length of stay and main purpose of trip. Other business parties, for example, who spent an average of $486 per trip, consisted of an average of 1.22 persons spending 4.78 nights, two-thirds of which were spent in hotels and motels. Those visiting friends and/or relatives, on the other hand, who spent $530 - more than the average business party - per trip, consisted of more persons on average (1.82) and stayed almost three times as many nights (13.72), 95.0% of which, however, were in the houses of friends and/or relatives (at a lower cost than hotels and motels).

Conference/convention parties spent $669 per party per trip while sightseers/tourers spent the largest amount per party per trip - $852.

Two-fifths (41.3%) of total dollars spent in the Province by non-resident air travellers were from other business visitors. An additional 31.7% of dollars were spent by those visiting friends and/or relatives. Expenditures by sightseers/tourers and those attending conferences or conventions accounted for 15.4% and 6.4%, respectively, of total dollars spent.

As expected, the Province's largest market - Ontario- contributed the greatest proportion (37.3%) of total dollars spent. Other Canada and Nova Scotia followed - accounting for 15.9% and 15.8%, respectively, of total dollars spent. Combined, these three major market areas represented almost seventy percent of all dollars spent by non-resident air travellers in the Province.

Expenditures by category show that the greatest proportions of dollars spent were for accommodations (32.0%) and food and beverages in restaurants (31.1%). Transportation costs accounted for 16.0% of total expenditures. Other expenditure categories included food and beverages from stores, souvenirs and handicrafts, and durable goods representing 7.3%, 6.2% and 4.8%, respectively, of the total dollars spent.

The proportion of dollars by expenditure category varied by origin, as well as, main purpose. Considering, however, the individual characteristics of each main purpose group and the different proportions of visitors by main purpose from each origin, such expenditure variations are not surprising. Conference and conventions and other business travellers who spent the majority of their nights in hotels and motels, spent over seventy-five percent of their dollars on accommodations and food and beverages in restaurants. Those visiting friends and relatives who spent the majority of their nights with friends and relatives, spent the smallest proportion of their dollars on accommodations (9.7%) and a much larger proportion (15.0%) than any other individual main purpose group, on food and beverages purchased in stores. Sightseers/tourers spent 21.3% of their dollars on transportation, 28.9% on accommodations and 29.7% on food and beverages in restaurants.

Group Composition [Tables 3.13 and 3.14]. Almost two-thirds (62.2%) of all non-resident air visitors to the Province travelled alone. For each origin and main purpose group (paricularly other business parties), the highest proportion of visitors were travelling alone.

Husband and wife groups represented 13.0% of parties and were found most among parties visiting friends and/or relatives (45.5%) and sightseers/tourers (25.1%). Family

groups represented 13.3% of parties - of which, 5.8% were couples travelling with children. Family groups were most common among those visiting friends and/or relatives. Persons travelling with business associates represented 7.0% of all parties. Those travelling with friends represented only 2.5% of parties.

Time of Decision to Visit [Tables 3.15 and 3.16]. More than sixty percent of all parties who visited the Province during the survey period, made their decision to visit later than April. The majority of other business parties (84.8%) decided during this period. Conference/conventions decisions, on the other hand, were made more in advance with only 1.5% of parties deciding later than June. Almost two-thirds (63.3%) of sightseers/tourers and 55.7% of those visiting friends and/or relatives made their decision regarding the visit during the time period March to June.

First Trip [Tables 3.17 and 3.18]. Seventy percent of all visitors had been to the province previously. The highest proportion of repeat visitors came from Nova Scotia and New Brunswick. Visitors from the United States and Other countries tended more to be first time visitors. Approximately three-quarters (74.6%) of those visiting for other business and over eighty percent (82.2%) of those visiting friends and/or relatives had been to the Province on a prior trip. The majority of those attending a conference/convention and sightseeers/tourers were first time visitors - 70.9% and 64.0%, respectively.

Intention to Return [Tables 3.19 and 3.20]. Three out of every four visitors intended on returning to Newfoundland and Labrador. Of the remaining visitors, only 5.6% said they would not return while 19.0% were indecisive. Visitors from Nova Scotia and New Brunswick, in particular, tended to be more decisive in their decision to return and this decision tended to be more positive than average. Those visiting friends and/or relatives indicated the highest level (84.0%) of intention to return with other business visitors following next with 76.8% intention to return. Conference/convention visitors and sightseers/ tourers were the most indecisive regarding another trip - 41.3% and 35.6%, respectively, stated that maybe they would return. Conference/convention visitors indicated the highest level of negative response (16.2%) regarding intention to return.

Next Trip [Tables 3.21 and 3.22]. Almost one-half (46.1%) of those surveyed during the survey period (June to August) intended to return on another trip before the end of December. Of these visitors, 74.6% were returning home from a business trip in the Province while another 15.9% had been visiting friends and/or relatives. For each of the next three years - from 1985 to 1987 - and for the period 1988 and beyond, the majority of those planning their next trip were visitors in 1984 whose main purpose was to visit friends and/or relatives.

Table 3.1 - Percent of Exiting Non-Resident Parties - Origin by Main Purpose

Key - Parties
- Row %
- (Column %)

Origin	Main Purpose: Convention/ Conference	Other Business	Sightseeing/ Touring	Visiting Friends/ Relatives	Other	Origin Percent
P.E.I.	8	2	0	10	6	26
	30.8	7.7	0	38.5	23.1	*
	(4.1)	(*)	(0)	(*)	(2.8)	
Nova Scotia	19	487	43	170	39	758
	2.5	64.2	5.7	22.4	5.1	21.2
	(9.7)	(31.2)	(11.7)	(13.7)	(18.1)	
New Brunswick	17	121	9	44	14	205
	8.3	59.0	4.4	21.5	6.8	5.7
	(8.7)	(7.8)	(2.5)	(3.5)	(6.5)	
Montreal	5	191	18	38	11	263
	1.9	72.6	6.8	14.4	4.2	7.3
	(2.6)	(12.2)	(4.9)	(3.1)	(5.1)	
Other Quebec	4	20	3	12	1	41
	10.0	50.0	7.5	30.0	2.5	1.1
	(2.0)	(1.3)	(*)	(1.0)	(*)	
Toronto	32	218	81	268	41	640
	5.0	34.1	12.7	41.9	6.4	17.9
	(16.3)	(14.0)	(22.1)	(21.6)	(19.0)	
Other Ontario	46	192	71	255	34	598
	7.7	32.1	11.9	42.6	5.7	16.7
	(23.5)	(12.3)	(19.4)	(20.5)	(15.7)	
Other Canada	38	136	63	205	26	468
	8.1	29.1	13.5	43.8	5.6	13.1
	(19.4)	(8.7)	(17.2)	(16.5)	(12.0)	
New England[1]	1	11	15	45	10	82
	1.2	13.4	18.3	54.9	12.2	2.3
	(*)	(*)	(4.1)	(3.6)	(4.6)	
Mid-Atlantic[2]	9	26	14	44	7	100
	9.0	26.0	14.0	44.0	7.0	2.8
	(4.6)	(1.7)	(3.8)	(3.5)	(3.2)	
Other U.S.A.	11	116	29	101	24	281
	3.9	41.3	10.3	35.9	8.5	7.8
	(5.6)	(7.4)	(7.9)	(8.1)	(11.1)	
Other Countries	6	41	20	49	3	119
	5.0	34.5	16.8	41.2	2.5	3.3
	(3.1)	(2.6)	(5.5)	(3.9)	(1.4)	
Main Purpose	196	1560	366	1240	217	3579
Percent	5.5	43.6	10.2	34.6	6.1	100.0

* - Less than 1%

1 - Includes Maine, New Hampshire, Vermont, Massachusetts, Rhode Island and Connecticut.
2 - Includes New York, New Jersey and Pennsylvania.

Table 3.2 - Average Party Size - Origin by Main Purpose

Key - Parties
Average Number of Persons Per Party

Origin	Main Purpose: Convention/ Conference	Other Business	Sightseeing/ Touring	Visiting Friends/ Relatives	Other	Origin Average Party Size
P.E.I.	8	2	0	10	6	26
	3.76	*	0	1.55	*	2.00
Nova Scotia	19	487	43	170	39	758
	2.14	1.17	1.45	1.82	1.54	1.38
New Brunswick	17	121	9	44	14	205
	1.46	1.09	1.24	1.55	1.86	1.28
Montreal	5	191	18	38	11	263
	*	1.12	1.90	1.62	1.18	1.33
Other Quebec	4	20	3	12	1	41
	*	1.25	*	2.36	*	1.66
Toronto	32	218	81	268	41	640
	1.71	1.20	1.73	1.58	1.85	1.49
Other Ontario	46	192	71	255	34	598
	1.72	1.34	2.40	2.01	3.15	1.88
Other Canada	38	136	63	205	26	468
	1.60	1.25	1.66	2.04	1.85	1.72
New England	1	11	15	45	10	82
	*	1.28	1.81	1.86	1.10	1.67
Mid-Atlantic	9	26	14	44	7	100
	1.00	2.22	1.90	1.88	*	1.88
Other U.S.A.	11	116	29	101	24	281
	1.45	1.24	2.45	1.68	1.83	1.59
Other Countries	6	41	20	49	3	119
	*	1.22	1.58	1.56	*	1.62
Main Purpose	196	1560	366	1240	217	3579
Average Party Size	1.82	1.22	1.86	1.82	1.98	1.57

* - Insufficient data.

Table 3.3 - Average Length of Stay in Province - Origin by Main Purpose

Key - Parties
Average Number of Nights

Origin	Main Purpose: Convention/ Conference	Other Business	Sightseeing/ Touring	Visiting Friends/ Relatives	Other	Origin Average Length of Stay
P.E.I.	8	2	0	10	6	26
	3.26	*	0	7.98	*	4.73
Nova Scotia	19	478	43	169	39	748
	3.83	4.20	5.76	11.35	6.62	6.02
New Brunswick	17	121	9	44	14	205
	4.82	5.37	11.16	7.91	7.79	6.27
Montreal	5	187	18	38	11	259
	*	3.23	9.48	12.96	7.91	5.28
Other Quebec	4	20	3	12	1	41
	*	5.44	*	12.22	*	7.37
Toronto	32	215	81	262	41	631
	3.76	3.81	12.28	13.90	13.34	9.70
Other Ontario	46	191	70	247	34	588
	4.75	5.42	12.01	12.37	7.97	9.24
Other Canada	35	128	63	203	25	454
	4.74	6.85	10.70	17.58	11.28	12.28
New England	1	11	14	45	10	81
	*	6.31	7.65	11.22	25.50	11.60
Mid-Atlantic	9	23	14	44	7	97
	4.53	3.77	12.34	15.75	*	10.75
Other U.S.A.	11	114	29	101	24	279
	4.18	4.25	5.17	13.09	17.50	8.68
Other Countries	6	35	20	49	3	113
	*	15.38	16.88	20.85	*	17.44
Main Purpose	192	1523	364	1224	214	3519
Average Length of Stay	4.29	4.78	10.48	13.72	10.94	8.83

* - Insufficient data

Table 3.4 - Percent of Party Nights - Origin by Main Purpose

Key - Nights
Parties
Row %
(Column %)

Origin	Main Purpose: Convention/ Conference	Other Business	Sightseeing/ Touring	Visiting Friends/ Relatives	Other	Origin Percent
P.E.I.	25	4	0	77	17	123
	8	2	0	10	6	26
	20.3	3.3	0	62.6	13.8	*
	(3.0)	(*)	(0)	(*)	(*)	
Nova Scotia	73	2009	245	1920	258	4505
	19	478	43	169	39	748
	1.6	44.6	5.4	42.6	5.7	14.5
	(8.9)	(27.6)	(6.4)	(11.4)	(11.0)	
New Brunswick	82	648	95	352	109	1286
	17	121	9	44	14	205
	6.4	50.4	7.4	27.4	8.5	4.1
	(10.0)	(8.9)	(2.5)	(2.1)	(4.7)	
Montreal	16	605	169	491	87	1368
	5	187	18	38	11	259
	1.2	44.2	12.4	35.9	6.4	4.4
	(1.9)	(8.3)	(4.4)	(2.9)	(3.7)	
Other Quebec	11	107	21	144	4	302
	4	20	3	12	1	41
	3.8	37.3	7.3	50.2	1.4	1.0
	(1.3)	(1.5)	(*)	(*)	(*)	
Toronto	119	818	994	3645	547	6123
	32	215	81	262	41	631
	1.9	13.4	16.2	59.5	8.9	19.7
	(14.4)	(11.2)	(26.1)	(21.7)	(23.4)	
Other Ontario	219	1036	846	3060	271	5432
	46	191	70	247	34	588
	4.0	19.1	15.6	56.3	5.0	17.5
	(26.6)	(14.2)	(22.2)	(18.2)	(11.6)	
Other Canada	165	874	678	3566	282	5574
	35	128	63	203	25	454
	3.0	15.7	12.2	64.1	5.1	17.9
	(20.0)	(12.0)	(17.8)	(21.2)	(12.0)	
New England	6	68	108	503	255	940
	1	11	14	45	10	81
	*	7.2	11.5	53.5	27.1	3.0
	(*)	(*)	(2.8)	(3.0)	(10.9)	
Mid-Atlantic	39	87	167	698	52	1043
	9	23	14	44	7	97
	3.7	8.3	16.0	66.9	5.0	3.4
	(4.7)	(1.2)	(4.4)	(4.2)	(2.2)	
Other U.S.A.	46	484	150	1322	420	2422
	11	114	29	101	24	279
	1.9	20.0	6.2	54.6	17.3	7.8
	(5.6)	(6.6)	(3.9)	(7.9)	(17.9)	
Other Countries	23	546	342	1020	40	1971
	6	35	20	49	3	113
	1.2	27.7	17.4	51.8	2.0	6.3
	(2.8)	(7.5)	(9.0)	(6.1)	(1.7)	
						31086 [1]
						3519
Main Purpose	825	7283	3815	16797	2341	31061
Percent	192	1523	364	1224	214	3517
	2.7	23.4	12.3	54.1	7.5	100.0

* - Less than 1%

[1] - The discrepancy between overall nights resulted from those parties who did not state main purpose, but did state origin.

Table 3.5 - Percent of Total Party Nights - Main Purpose By Accommodation Type

Key - Nights
- Parties
- Row %
- (Column %)

Main Purpose [Nights]	Accommodation Type[1] Hotels/ Motels	Tourist/ Hospitality Homes	Houses of Friends/ Relatives	Fishing Camps	Other
Conference/ Convention [799]	716 179 89.6 (9.0)	10 4 1.3 (2.4)	23 6 2.9 (*)	0 0 0 (0)	50 8 6.3 (2.3)
Other Business [7283]	4814 1336 66.1 (60.8)	125 18 1.7 (29.0)	802 102 11.0 (4.0)	51 3 * (25.0)	1491 127 20.5 (67.2)
Sightseeing/ Touring [3815]	1602 239 42.0 (20.3)	130 28 3.4 (30.1)	1845 142 48.4 (9.2)	8 3 * (3.7)	231 26 6.1 (10.4)
Visiting Friends/ Relatives [16662]	624 153 3.8 (7.9)	78 10 * (18.1)	15823 1139 95.0 (78.6)	11 2 * (5.1)	126 19 * (5.7)
Fishing [365]	21 13 5.6 (*)	3 1 * (*)	195 14 53.4 (1.0)	136 27 37.3 (66.1)	11 2 2.9 (*)
Other [1977]	137 37 6.9 (1.7)	84 8 4.3 (19.7)	1445 124 73.1 (7.2)	0 0 0 (0)	310 23 15.7 (14.0)
Accommodation Type Percent of Nights [30926]	7916 1957 25.6	430 69 1.4	20155 1527 65.2	206 36 *	2219 205 7.2

* - Less than 1%

1 - Multi-response question - that is, any one party could have stayed nights in more than one type of accommodation. Consequently, for any particular main purpose, parties can not be added together for the different types of accommodation. Nights, however, can be combined since any one night would only be spent in one type of accommodation.

Table 3.6 - Percent of Major Destination[1] Party Nights - Main Purpose by Major Destination Visited

Key - Nights
- Parties
- Row %
- (Column %)

Main Purpose [Nights]	1.0 St. John's	1.1 Avalon N/E	1.2 Avalon S/E	1.3 Avalon N/W	1.4 Avalon S/W	2.1 Burin Peninsula	2.2 Bonavista Peninsula	2.3 Terra Nova	3.1 Gambo	3.2 Fogo	3.3 Gander
				Major Destination							
Conference/	694	0	0	7	4	2	2	3	0	0	47
Convention	174	0	0	5	4	2	2	0	4	0	17
[809]	85.8	0	0	*	*	1.0	*	*	0	0	5.8
	(3.3)	(0)	(0)	(*)	(1.1)	(*)	(*)	(1.4)	(0)	(0)	(4.9)
Other Business	4542	0	60	14	71	154	53	7	13	110	307
[6912]	1165	3	2	16	24	31	13	7	6	7	114
	65.7	0	*	*	1.0	2.2	*	*	*	1.6	4.4
	(35.3)	(0)	(11.0)	*	(21.0)	(11.2)	(9.1)	(2.9)	(1.8)	(18.2)	(32.5)
Sightseeing/	1754	14	122	153	46	210	66	33	222	40	133
Touring	267	3	18	25	5	32	18	6	18	10	45
[3294]	53.1	*	3.7	4.7	1.4	6.4	2.0	1.0	6.7	1.2	4.0
	(13.6)	(2.6)	(22.5)	(7.9)	(13.7)	(15.2)	(11.4)	(13.5)	(30.2)	(6.5)	(14.0)
Visiting	5147	524	341	1494	155	781	363	190	400	445	391
Friends/	511	52	27	113	28	55	46	26	41	41	72
Relatives	33.1	3.4	2.2	9.6	1.0	5.0	2.3	1.2	2.6	2.9	2.5
[15570]	(40.0)	(95.7)	(63.0)	(76.9)	(45.8)	(56.5)	(62.1)	(77.0)	(54.3)	(73.6)	(41.4)
Other	743	9	19	275	62	229	100	13	101	10	67
[2223]	106	5	1	11	4	7	6	5	4	4	12
	33.4	*	*	12.4	2.8	10.3	4.5	*	4.5	*	3.0
	(5.8)	(1.7)	(3.4)	(14.2)	(18.4)	(16.6)	(17.1)	(5.3)	(13.7)	(1.7)	(7.1)
Major	12880	548	542	1943	339	1382	584	246	736	605	945
Destination	2222	63	48	170	65	127	85	45	73	63	259
Percent	44.7	1.9	1.9	6.7	1.2	4.8	2.0	*	2.6	2.1	3.3
[28808]											

* - Less than 1%

1 - Multi-response question - that is, any one party could have spent nights in more than one major destination. Consequently, for any particular main purpose, parties can not be added together for different destinations. Nights, however, can be combined since the same night would not be spent in two destinations.

Table 3.6(Continued)- Percent of Major Destination[1] Party Nights - Main Purpose by Major Destination Visited

Key - Nights
- Parties
- Row %
- (Column %)

	Major Destination									
Main Purpose	3.4 Lewisporte	3.5 Bay D'Espoir	3.6 Windsor/ Grand Falls	3.7 Green Bay	4.0 Corner Brook	4.1 Humber	4.2 Gros Morne	4.3 Northern Peninsula	4.4 S/W Nfld.	5.0 Labrador
Conference/ Convention	12	0	0	4	9	1	2	1	13	3
	2	0	0	2	4	0	2	1	5	1
	1.5	0	0	*	1.1	*	*	*	1.6	*
	(3.3)	(0)	(0)	(*)	(*)	(*)	(*)	(*)	(*)	(*)
Other Business	54	3	207	78	310	56	26	174	200	474
	11	2	52	14	128	28	9	30	68	85
	*	*	3.0	1.1	4.5	*	*	2.5	2.9	6.9
	(15.1)	(1.4)	(21.8)	(11.6)	(17.2)	(9.0)	(11.1)	(37.4)	(12.3)	(43.1)
Sightseeing/ Touring	17	0	53	117	72	62	70	25	14	71
	3	0	9	14	33	29	18	4	11	14
	*	0	1.6	3.5	2.2	1.9	2.1	*	*	2.1
	(4.7)	(0)	(5.6)	(17.4)	(4.0)	(9.9)	(30.4)	(5.3)	(*)	(6.4)
Visiting Friends/ Relatives	262	232	660	363	1297	456	128	231	1273	437
	32	14	70	36	144	62	22	20	111	37
	1.7	1.5	4.2	2.3	8.3	2.9	*	1.5	8.2	2.8
	(73.5)	(96.8)	(69.6)	(54.2)	(72.0)	(73.5)	(55.3)	(49.5)	(78.4)	(39.8)
Other	12	4	28	110	114	46	6	36	124	114
	1	1	6	5	19	11	1	5	26	16
	*	*	1.3	5.0	5.1	2.1	*	1.6	5.6	5.1
	(3.3)	(1.8)	(3.0)	(16.3)	(6.3)	(7.4)	(2.6)	(7.7)	(7.6)	(10.4)
Major Destination	357	239	948	671	1802	621	232	466	1624	1099
	49	17	139	72	328	130	54	61	219	153
Percent	1.2	*	3.3	2.3	6.3	2.2	*	1.6	5.6	3.8

* - Less than 1%

Table 3.7 - Average Length of Stay Per Party[1] - Main Purpose by Major Destination Visited

Key - Parties
- Average Number of Nights Per Party

Main Purpose	1.0 St. John's	1.1 Avalon N/E	1.2 Avalon S/E	1.3 Avalon N/W	1.4 Avalon S/W	2.1 Burin Peninsula	2.2 Bonavista Peninsula	2.3 Terra Nova	3.1 Gambo	3.2 Fogo	3.3 Gander
	Major Destination										
Conference/ Convention	174 3.99	0 0	0 0	5 *	4 *	2 *	2 *	0 *	4 *	0 *	17 2.76
Other Business	1165 3.90	3 *	2 *	16 0.88	24 2.96	31 4.97	13 4.08	7 *	6 *	7 *	114 2.69
Sightseeing/ Touring	267 6.57	3 *	18 6.78	25 6.12	5 *	32 6.56	18 3.67	6 *	18 12.33	10 4.00	45 2.96
Visiting Friends/ Relatives	511 10.07	52 10.08	27 12.63	113 13.22	28 5.54	55 14.20	46 7.89	26 7.31	41 9.76	41 10.85	72 5.43
Other	106 7.01	5 *	1 *	11 24.91	4 *	7 *	6 *	5 *	4 *	4 *	12 5.58
Major Destination Average	2222 5.80	63 8.70	48 11.29	170 11.43	65 5.22	127 10.88	85 6.87	45 5.47	73 10.08	63 9.60	259 3.65

* - Insufficient data.

[1] - Average length of stay per party can not be calculated for a number of different destinations combined. Major destination was a multi-response question - that is, any one party could have spent nights in more than one destination. While nights in the various destinations can be added together, parties can not - since this would be double counting. Thus, combined averages can not be calculated.

Table 3.7 (Continued) - Average Length of Stay Per Party[1] - Main Purpose by Major Destination Visited

Key - Parties
- Average Number of Nights Per Party

	Major Destination									
Main Purpose	3.4 Lewisporte	3.5 Bay D'Espoir	3.6 Windsor/ Grand Falls	3.7 Green Bay	4.0 Corner Brook	4.1 Humber	4.2 Gros Morne	4.3 N'thrn Pen.	4.4 S/W Nfld.	5.0 Labrador
Conference/ Convention	2 *	0 0	0 0	2 *	4 *	0 *	2 *	1 *	5 *	1 *
Other Business	11 4.91	2 *	52 3.98	14 5.57	128 2.42	28 2.00	9 2.89	30 5.80	68 2.94	85 5.58
Sightseeing/ Touring	3 *	0 0	9 5.89	14 8.36	33 2.18	29 2.14	18 3.89	4 *	11 1.27	14 5.07
Visiting Friends/ Relatives	32 8.19	14 16.57	70 9.43	36 10.08	144 9.01	62 7.35	22 5.82	20 11.55	111 11.47	37 11.81
Other	1 *	1 *	6 *	5 *	19 6.00	11 4.27	1 *	5 *	26 4.85	16 7.13
Major Destination Average	49 7.29	17 14.06	139 6.82	72 9.32	328 5.49	130 4.78	54 4.30	61 7.64	219 7.42	154 7.23

* - Insufficient Data.

Table 3.8 - Average Length of Stay Per Person - Origin by Major Destination Visited

Key - Parties
- Average Number of Nights Per Person

Origin	Major Destination 1.0 St. John's	1.1 Avalon N/E	1.2 Avalon S/E	1.3 Avalon N/W	1.4 Avalon S/W	2.1 Burin Peninsula	2.2 Bonavista Peninsula	2.3 Terra Nova	3.1 Gambo	3.2 Pogo	3.3 Gander
P.E.I.	12	5	0	0	2	0	2	0	0	2	1
	3.44	*	0	0	*	0	*	0	*	*	*
Nova Scotia	505	2	0	13	3	40	8	7	3	6	80
	6.89	*	0	10.10	*	6.46	5.33	*	*	*	2.96
New Brunswick	143	2	0	2	0	7	1	2	0	3	16
	5.15	*	0	*	0	*	*	*	0	*	3.93
Montreal	176	0	0	9	1	8	2	1	0	3	24
	4.18	0	0	9.90	*	4.10	*	*	0	*	3.91
Other Quebec	19	0	0	0	0	0	0	1	0	0	3
	10.10	0	0	0	0	0	*	*	0	0	*
Toronto	365	1	19	49	19	12	34	10	29	20	36
	5.23	*	10.48	12.31	7.46	6.78	5.06	3.91	14.43	11.74	3.38
Other Ontario	370	40	13	23	0	13	11	5	16	17	44
	6.52	7.59	3.05	5.11	0	11.20	5.56	*	9.97	7.23	4.14
Other Canada	267	7	8	27	10	16	19	3	4	6	21
	6.89	*	18.28	16.83	8.00	25.45	11.87	*	*	*	6.57
New England	41	2	4	13	5	4	3	0	0	2	5
	5.61	*	*	8.34	*	*	*	0	0	*	*
Mid-Atlantic	59	0	0	13	7	5	1	10	4	2	8
	6.70	0	0	7.84	*	*	*	6.80	*	*	4.18
Other U.S.A.	189	3	1	18	17	12	2	1	15	1	13
	6.89	*	*	13.72	3.13	5.56	*	*	5.40	*	3.32
Other Countries	78	1	3	3	0	9	2	3	1	3	7
	11.86	*	*	*	*	13.30	*	*	*	*	*
Major Destination Average	2222	63	48	170	65	127	85	45	73	63	259
	6.44	7.95	10.45	11.35	6.30	12.04	6.80	6.35	11.11	7.80	3.86

* - Insufficient data

Table 3.8 (Continued) - Average Length of Stay Per Person - Origin and Major Destination Visited

Key - Parties
- Average Number of Nights Per Person

	Major Destination									
Origin	3.4 Lewisporte	3.5 Bay D'Espoir	3.6 Windsor/ Grand Falls	3.7 Green Bay	4.0 Corner Brook	4.1 Humber	4.2 Gros Morne	4.3 N'thrn Pen.	4.4 S/W Nfld.	5.0 Labrador
P.E.I.	0	0	0	0	2	1	0	0	0	1
	0	0	0	0	*	*	0	0	*	*
Nova Scotia	4	3	26	5	84	25	8	12	44	33
	*	*	7.22	*	2.71	3.00	1.73	1.97	5.67	8.56
New Brunswick	0	0	6	2	17	6	0	0	13	9
	*	0	*	*	2.95	*	0	*	6.00	9.27
Montreal	1	0	17	8	19	10	3	3	18	18
	*	0	1.53	6.60	3.64	2.63	*	*	2.83	8.34
Other Quebec	0	0	0	0	0	5	0	2	6	15
	*	0	0	0	*	*	0	*	*	3.93
Toronto	10	6	25	16	59	21	6	10	33	16
	7.47	*	9.38	10.77	7.16	8.40	*	15.55	8.70	9.15
Other Ontario	12	1	33	11	64	29	13	9	45	30
	4.14	*	7.31	7.74	5.84	2.92	4.79	8.13	7.03	4.92
Other Canada	11	4	14	21	36	22	13	9	29	8
	9.97	*	8.53	11.19	8.31	8.79	7.62	9.44	11.95	11.16
New England	4	0	3	1	12	3	1	1	6	1
	*	0	*	*	2.64	*	*	*	*	*
Mid-Atlantic	2	0	3	2	7	0	0	4	2	9
	*	0	*	*	*	0	0	*	*	10.12
Other U.S.A.	2	2	6	3	19	5	5	8	21	9
	*	*	*	*	5.43	*	*	3.42	8.18	9.08
Other Countries	3	1	6	2	9	1	3	2	4	6
	*	*	*	*	7.85	*	*	*	*	*
Major Destination	49	17	139	72	328	130	54	61	219	153
Average	7.36	14.94	7.13	9.60	5.58	5.32	4.63	7.43	7.70	7.52

* - Insufficient data

Table 3.9 - Average Dollars[1] Spent Per Party Per Trip - Origin by Main Purpose

Key - Parties
- Average Dollars Spent Per Party Per Trip

Origin	Main Purpose: Conference/ Convention	Other Business	Sightseeing/ Touring	Visiting Friends/ Relatives	Other	Origin Average
P.E.I.	6	2	0	8	6	22
	*	*	0	425	*	345
Nova Scotia	13	397	36	120	29	595
	484	445	423	330	295	414
New Brunswick	8	109	9	33	10	169
	597	563	578	357	533	521
Montreal	5	175	9	25	8	222
	*	374	743	381	398	436
Other Quebec	3	12	3	5	1	25
	*	710	*	*	*	554
Toronto	29	190	72	199	23	513
	458	455	955	500	759	556
Other Ontario	38	162	57	204	27	488
	698	533	1095	531	368	602
Other Canada	27	115	41	145	22	350
	865	603	689	758	726	705
New England	1	11	7	30	3	52
	*	663	*	683	*	813
Mid-Atlantic	6	18	10	37	7	78
	*	325	1247	420	*	541
Other U.S.A.	8	102	24	90	15	239
	721	519	736	560	612	569
Other Countries	5	28	13	35	1	82
	*	748	748	632	*	666
Main Purpose	149	1319	281	930	148	2829
Average	669	486	852	530	539	549

* - Insufficient data.

1 - Average dollars have been rounded to the nearest dollar.

Table 3.10 - Percent of Dollars Spent - Origin by Main Purpose

Key - Dollars
- Row %
- (Column %)

Origin	Main Purpose: Conference/ Convention	Other Business	Sightseeing/ Touring	Visiting Friends/ Relatives	Other	Origin Percent[1]
P.E.I.	2861 37.7 (2.9)	106 1.4 (*)	0 0 (0)	3448 45.5 (*)	1171 15.4 (1.5)	7586 *
Nova Scotia	6243 2.5 (6.3)	176349 71.7 (27.5)	15326 6.2 (6.4)	39589 16.1 (8.0)	8546 3.5 (10.7)	246053 15.8
New Brunswick	4899 5.6 (4.9)	61227 69.5 (9.6)	4933 5.6 (2.1)	11652 13.2 (2.4)	5326 6.0 (6.7)	88037 5.7
Montreal	11930 12.3 (12.0)	65557 67.7 (10.2)	6608 6.8 (2.8)	9515 9.8 (1.9)	3185 3.3 (4.0)	96795 6.2
Other Quebec	706 5.2 (*)	8809 64.3 (1.4)	1327 9.7 (*)	2485 18.1 (*)	375 2.7 (*)	13850 *
Toronto	13352 4.7 (13.4)	86341 30.3 (13.5)	68834 24.1 (28.7)	99357 34.8 (20.2)	17448 6.1 (21.9)	285332 18.4
Other Ontario	26677 9.1 (26.8)	86243 29.3 (13.5)	62870 21.4 (26.2)	08209 36.8 (22.0)	9930 3.4 (12.5)	293929 18.9
Other Canada	22974 9.3 (23.1)	69157 28.1 (10.8)	28166 11.4 (11.8)	09721 44.6 (22.3)	15979 6.5 (20.0)	246605 15.9
New England	562 1.3 (*)	7099 16.8 (1.1)	11765 27.8 (4.9)	20702 49.0 (4.2)	2156 5.1 (2.7)	42284 2.7
Mid-Atlantic	2374 5.6 (2.4)	5752 13.6 (*)	12657 30.0 (5.3)	15411 36.5 (3.1)	6013 14.2 (7.5)	42207 2.7
Other U.S.A.	5764 4.2 (5.8)	52902 38.9 (8.3)	17654 13.0 (7.4)	50411 37.1 (10.2)	9176 6.8 (11.5)	135907 8.8
Other Countries	1306 2.4 (1.3)	21088 38.6 (3.3)	9557 17.5 (4.0)	22235 40.7 (4.5)	392 * (*)	54578 3.5
Main Purpose Percent	99647 6.4	640631 41.3	239697 15.4	92734 31.7	79698 5.1	1553163 1552407 100.0

* - Less than 1%

[1] - Total origin dollars include dollars spent by those parties who did not indicate main purpose, but did state origin.

Table 3.11 - Percent of Dollars Spent - Origin by Expenditure Category

Key - Dollars
- Row %

Origin [Parties]	Transportation	Accommodations	Food & Beverages - Restaurant	Food & Beverages - Store Brought	Souvenirs/ Handicrafts	Durable Goods	Other	Origin Total
	Expenditure Category							
P.E.I. [20]	2122 29.8	2178 30.6	1349 18.9	257 3.6	937 13.1	208 2.9	80 1.1	7131 100.0
Nova Scotia [542]	32330 15.6	79164 38.3	66262 32.1	9721 4.7	6417 3.1	9097 4.4	3736 1.8	206727 100.0
New Brunswick [152]	11632 16.2	26809 37.4	25303 35.3	1701 2.4	2986 4.2	1959 2.7	1331 1.9	71721 100.0
Montreal [213]	12091 12.8	39147 41.5	30288 32.1	7295 7.7	3526 3.7	1477 1.6	531 *	94355 100.0
Other Quebec [24]	2597 18.9	6418 46.8	4166 30.4	97 *	222 1.6	210 1.5	0 0	13710 100.0
Toronto [462]	51080 20.5	74060 29.8	63001 25.3	18810 7.6	14943 6.0	16766 6.7	9983 4.0	248642 100.0
Other Ontario [413]	34757 14.2	76087 31.0	81305 33.2	17570 7.2	18072 7.4	8505 3.5	8993 3.7	245290 100.0
Other Canada [298]	26718 13.4	41703 20.9	71691 35.8	23152 11.6	18546 9.3	13261 6.6	4963 2.5	200033 100.0
New England [37]	7991 22.7	12526 35.5	10005 28.4	1422 4.0	1706 4.8	1551 4.4	49 *	35250 100.0
Mid-Atlantic [61]	3578 13.6	7932 30.1	7387 28.1	1994 7.6	2585 9.8	2571 9.8	284 1.1	26331 100.0
Other U.S.A. [194]	16145 15.4	37386 35.8	32777 31.3	8456 8.1	5985 5.7	2101 2.0	1709 1.6	104559 100.0
Other Countries [68]	6117 14.7	10983 26.5	9852 23.8	4222 10.2	4174 10.1	4566 11.0	1575 3.8	41488 100.0
Expenditure Category Percent [2485]	207158 16.0	414395 32.0	403385 31.1	94694 7.3	80100 6.2	62273 4.8	33233 2.6	1294238 100.0

* - Less than 1%

Table 3.12 - Percent of Dollars Spent - Main Purpose by Expenditure Category

Key - Dollars
- Row %

Main Purpose [Parties]	Transportation	Accommodations	Food & Beverages - Restaurant	Food & Beverages - Store Bought	Souvenirs/ Handicrafts	Durable Goods	Other	Main Purpose Total
	Expenditure Category							
Conference/ Convention [131]	7865	44713	22239	4852	4836	1403	442	86350
	9.1	51.8	25.8	5.6	5.6	1.6	*	100.0
Other Business [1235]	81836	265901	184369	11034	8254	7812	9409	568616
	14.4	46.7	32.4	1.9	1.5	1.4	1.7	100.0
Sightseeing/ Touring [237]	40811	55439	56910	13437	16349	7817	1041	191804
	21.3	28.9	29.7	7.0	8.5	4.1	*	100.0
Visiting Friends Relatives [775]	66674	38590	125890	59716	47185	40761	19775	398592
	16.7	9.7	31.6	15.0	11.8	10.2	5.0	100.0
Other [104]	9763	9627	13805	5532	3455	4481	2443	49108
	19.9	19.6	28.1	11.3	7.0	9.1	5.0	100.0

* - Less than 1%

Table 3.13 - Percent of Parties - Origin by Group Composition

Key - Parties
- Row %
- (Column %)

Origin [Parties]	Group Composition: Alone	Husband/ Wife	Couple with Child(ren)	Other Family	Group of Friends	Business Associates	Other
P.E.I.	13	1	4	4	2	2	0
[26]	50.0	3.8	15.4	15.4	7.7	7.7	0
	(*)	(*)	(2.1)	(1 6)	(2.3)	(*)	(0)
Nova Scotia	523	63	28	24	12	65	12
[726]	71.9	8.7	3.9	3.3	1.7	8.9	1.7
	(24.4)	(14.3)	(14.6)	(9.4)	(13.8)	(27.0)	(18.2)
New Brunswick	146	17	3	6	3	10	6
[192]	76.4	8.9	1.6	3.1	1.6	5.2	3.1
	(6.8)	(3.8)	(1.6)	(2.4)	(3.4)	(4.1)	(9.1)
Montreal	197	10	7	9	3	21	3
[249]	78.8	4.0	2.8	3.6	1.2	8.4	1.2
	(9.2)	(2.3)	(3.6)	(3.5)	(3.4)	(8.7)	(4.5)
Other Quebec	23	3	0	0	8	5	1
[41]	57.5	7.5	0	0	20.0	12.5	2.5
	(1.1)	(*)	(0)	(0)	(9.2)	(2.1)	(1.5)
Toronto	385	99	24	52	9	32	14
[615]	62.6	16.1	3.9	8.5	1.5	5.2	2.3
	(18.0)	(22.4)	(12.5)	(20.5)	(10.3)	(13.3)	(21.2)
Other Ontario	283	112	54	71	11	36	10
[576]	49.0	19.4	9.4	12.3	1.9	6.2	1.7
	(13.2)	(25.3)	(28.1)	(28.0)	(12.6)	(14.9)	(15.2)
Other Canada	237	59	56	32	12	34	12
[443]	53.6	13.3	12.7	7.2	2.7	7.7	2.7
	(11.1)	(13.3)	(29.2)	(12.6)	(13.8)	(14.1)	(18.2)
New England	47	7	1	9	12	2	0
[79]	60.3	9.0	1.3	11.5	15.4	2.6	0
	(2.2)	(1.6)	(*)	(3.5)	(13.8)	(*)	(0)
Mid-Atlantic	60	16	2	8	1	2	2
[92]	65.9	17.6	2.2	8.8	1.1	2.2	2.2
	(2.8)	(3.6)	(1.0)	(3.1)	(1.1)	(*)	(3.0)
Other U.S.A.	149	44	11	32	5	29	3
[274]	54.6	16.1	4.0	11.7	1.8	10.6	1.1
	(7.0)	(10.0)	(5.7)	(12.6)	(5.7)	(12.0)	(4.5)
Other Countries	78	11	2	7	9	3	3
[113]	69.0	9.7	1.8	6.2	8.0	2.7	2.7
	(3.6)	(2.5)	(1.0)	(2.8)	(10.3)	(1.2)	(4.5)
Group Composition	2135	446	198	258	86	240	68
Percent	62.2	13.0	5.8	7.5	2.5	7.0	2.0
[3431]							

* - Less than 1%

Table 3.14 - Percent of Parties- Main Purpose By Group Compostion

Key - Parties
- Row %
- (Column %)

Main Purpose [Parties]	Group Composition: Alone	Husband/ Wife	Couple with Child(ren)	Other Family	Group of Friends	Business Associates	Other
Conference/ Convention [189]	85 44.9 (4.0)	48 25.1 (10.8)	4 2.0 (2.0)	0 0 (0)	10 5.1 (11.6)	39 20.6 (16.3)	5 2.4 (7.4)
Other Business [1487]	1232 82.6 (57.7)	41 2.7 (9.2)	4 * (2.0)	11 * (4.3)	3 * (3.5)	196 3.2 (81.7)	1 * (1.5)
Sightseeing/ Touring [352]	138 39.3 (6.5)	112 31.8 (25.1)	34 9.5 (17.2)	28 7.9 (10.9)	27 7.6 (31.4)	0 0 (0)	14 3.9 (20.6)
Visiting Friends/ Relatives [1194]	572 47.9 (26.8)	203 17.0 (45.5)	150 15.6 (75.8)	194 16.3 (75.2)	32 2.7 (37.2)	0 * (*)	43 3.6 (63.2)
Other [202]	107 52.5 (5.0)	42 20.6 (9.4)	6 2.9 (3.0)	25 12.3 (9.7)	14 6.9 (16.3)	5 2.5 (2.1)	5 2.5 (7.4)

* - Less than 1%

Table 3.15 - Percent of Parties - Origin by Time of Decision to Visit Province

Key - Parties
- Row %
- (Column %)

Origin [Parties]	Earlier Than Jan. 1984	Jan. - Feb. 1984	Mar. - Apr. 1984	May - June 1984	Later Than June 1984
			Time of Decision		
P.E.I.	1	0	6	17	2
[26]	3.8	0	23.1	65.4	7.7
	(*)	(0)	(1.0)	(1.4)	(*)
Nova Scotia	61	20	63	254	329
[731]	8.4	2.8	8.7	34.9	45.3
	(14.1)	(7.6)	(10.1)	(21.1)	(35.5)
New Brunswick	11	7	21	86	69
[194]	5.7	3.6	10.8	44.3	35.6
	(2.5)	(2.7)	(3.4)	(7.1)	(7.4)
Montreal	18	5	28	111	90
[252]	7.1	2.0	11.1	44.0	35.7
	(4.2)	(1.9)	(4.5)	(9.2)	(9.7)
Other Quebec	4	0	4	27	5
[41]	10.0	0	10.0	67.5	12.5
	(*)	(0)	(*)	(2.2)	(*)
Toronto	64	54	134	215	153
[621]	10.3	8.7	21.6	34.7	24.7
	(14.8)	(20.5)	(21.5)	(17.9)	(16.5)
Other Ontario	76	54	138	188	126
[582]	13.1	9.3	23.7	32.3	21.6
	(17.6)	(20.5)	(22.2)	(15.6)	(13.6)
Other Canada	100	55	98	132	60
[444]	22.5	12.4	22.0	29.7	13.5
	(23.1)	(20.9)	(15.8)	(11.0)	(6.5)
New England	14	7	16	34	7
[79]	17.9	9.0	20.5	43.6	9.0
	(3.2)	(2.7)	(2.6)	(2.8)	(*)
Mid-Atlantic	19	22	17	20	15
[93]	20.4	23.7	18.3	21.5	16.1
	(4.4)	(8.4)	(2.7)	(1.7)	(1.6)
Other USA	40	21	76	82	58
[275]	14.4	7.6	27.4	29.6	20.9
	(9.3)	(8.0)	(12.2)	(6.8)	(6.3)
Other Countries	24	18	21	37	13
[113]	21.2	15.9	18.6	32.7	11.5
	(5.6)	(6.8)	(3.4)	(3.1)	(1.4)
Time of Decision	440	266	617	1198	928
Percent	12.8	7.7	17.9	34.7	26.9
[3449]					

* - Less than 1%

Table 3.16 - Percent of Parties - Main Purpose by Time of Decision to Visit Province

Key - Parties
- Row %
- (Column %)

Main Purpose [Parties]	Time of Decision: Earlier Than Jan. 1984	Jan. - Feb. 1984	Mar. - Apr. 1984	May - June 1984	Later Than June 1984
Convention/ Conference [192]	43 22.1 (9.8)	36 18.7 (13.5)	57 29.8 (9.2)	53 27.8 (4.4)	3 1.5 (*)
Other Business [1491]	64 4.3 (14.5)	51 3.4 (19.2)	111 7.4 (18.0)	604 40.5 (50.4)	661 44.3 (71.2)
Sightseeing/ Touring [356]	50 14.1 (11.4)	38 10.7 (14.3)	114 32.1 (18.5)	111 31.2 (9.3)	42 11.9 (4.5)
Visiting Friends/ Relatives [1201]	235 19.6 (53.4)	127 10.6 (47.7)	313 26.1 (50.7)	355 29.6 (29.6)	171 14.2 (18.4)
Other [209]	48 22.9 (10.9)	14 6.7 (5.3)	22 10.5 (3.6)	75 35.7 (6.3)	51 24.3 (5.5)

* - Less than 1%

Table 3.17 - Percent of Respondents - Origin By First Visit to Province

Key - Respondents
- Row %
- (Column %)

Origin [Respondents]	First Visit: Yes	First Visit: No
P.E.I. [24]	7 30.4 (*)	16 69.6 (*)
Nova Scotia [691]	113 16.4 (11.1)	578 83.6 (23.8)
New Brunswick [178]	27 15.2 (2.7)	151 84.8 (6.2)
Montreal [258]	73 28.2 (7.2)	186 71.8 (7.7)
Other Quebec [43]	16 37.2 (1.6)	27 62.8 (1.1)
Toronto [629]	193 30.6 (19.0)	437 69.4 (18.0)
Other Ontario [609]	224 36.8 (22.0)	384 63.2 (15.8)
Other Canada [445]	143 32.1 (14.0)	302 67.9 (12.4)
New England [77]	28 36.4 (2.8)	49 63.6 (2.0)
Mid-Atlantic [95]	39 40.6 (3.8)	57 59.4 (2.3)
Other U.S.A. [272]	95 35.1 (9.3)	176 64.9 (7.2)
Other Countries [125]	60 48.0 (5.9)	65 52.0 (2.7)
Response Percent [3453]	1018 29.5	2428 70.5

* - Less than 1%

Table 3.18 - Percent of Respondents - Main Purpose by First Visit to Province

Key - Respondents
- Row %
- (Column %)

Main Purpose [Respondents]	First Visit Yes	First Visit No
Convention/ Conference [195]	139 70.9 (13.6)	57 29.1 (2.3)
Other Business [1455]	370 25.4 (36.3)	1085 74.6 (44.6)
Sightseeing/ Touring [359]	229 64.0 (22.5)	129 36.0 (5.3)
Visiting Friends/ Relatives [1235]	219 17.8 (21.5)	1016 82.2 (41.8)
Other [208]	62 30.1 (6.1)	144 69.9 (5.9)

Table 3.19 - Percent of Respondents - Origin by Intention to Return

Key - Respondents
- Row %
- (Column %)

Origin [Respondents]	Intention to Return: Yes	No	Maybe
P.E.I.	17	0	7
[24]	70.8	0	29.2
	(*)	(0)	(1.1)
Nova Scotia	603	21	70
[694]	86.9	3.0	10.1
	(23.2)	(10.8)	(10.7)
New Brunswick	154	3	21
[178]	86.5	1.7	11.8
	(5.9)	(1.5)	(3.2)
Montreal	197	19	42
[258]	76.4	7.4	16.3
	(7.6)	(9.8)	(6.4)
Other Quebec	25	1	17
[43]	58.1	2.3	39.5
	(1.0)	(*)	(2.6)
Toronto	481	36	109
[626]	76.8	5.8	17.4
	(18.5)	(18.6)	(16.7)
Other Ontario	442	42	121
[605]	73.1	6.9	20.0
	(17.0)	(21.6)	(18.5)
Other Canada	322	23	101
[446]	72.2	5.2	22.6
	(12.4)	(11.9)	(15.4)
New England	52	5	21
[78]	66.7	6.4	26.9
	(2.0)	(2.6)	(3.2)
Mid Atlantic	56	5	34
[95]	58.9	5.3	35.8
	(2.2)	(2.6)	(5.2)
Other U.S.A.	184	20	64
[268]	68.7	7.5	23.9
	(7.1)	(10.3)	(9.8)
Other Countries	61	19	47
[127]	48.0	15.0	37.0
	(2.4)	(9.8)	(7.2)
Intention to Return	2600	192	656
Percent	75.4	5.6	19.0
[3447]			

* - Less than 1%

Table 3.20 - Percent of Respondents - Main Purpose of This Trip by Intention to Return

Key - Respondents
- Row %
- (Column %)

Main Purpose [Respondents]	Intention to Return: Yes	No	Maybe
Conference/ Convention [195]	83 42.5 (3.2)	32 16.2 (16.7)	81 41.3 (12.3)
Other Business [1449]	1112 76.8 (42.8)	81 5.6 (42.2)	256 17.6 (39.0)
Sightseeing/ Touring [359]	207 57.8 (8.0)	24 6.7 (12.5)	128 35.6 (19.5)
Visiting Friends/ Relatives [1235]	1038 84.0 (39.9)	36 3.0 (18.8)	161 13.0 (24.5)
Other [208]	159 76.4 (6.1)	19 9.1 (9.9)	30 14.4 (4.6)

* - Less than 1%

Table 3.21 - Percent of Respondents - Origin by When Planning to Return

Key - Respondents
- Row %
- (Column %)

Origin [Respondents]	When Planning To Return: Again in 1984	1985	1986	1987	1988 or Later	Don't Know
P.E.I.	10	3	2	0	0	2
[17]	58.8	17.6	11.8	0	0	11.8
	(*)	(*)	(*)	(0)	(0)	(*)
Nova Scotia	406	124	21	0	5	42
[599]	67.9	20.7	3.5	0	*	7.0
	(34.7)	(16.9)	(8.2)	(0)	(5.8)	(19.1)
New Brunswick	112	27	1	4	1	6
[150]	74.2	17.9	*	2.6	*	4.0
	(9.6)	(3.7)	(*)	(5.6)	(1.2)	(2.7)
Montreal	125	46	3	0	1	19
[194]	64.4	23.7	1.5	0	*	9.8
	(10.7)	(6.3)	(1.2)	(0)	(1.2)	(8.6)
Other Quebec	19	4	0	0	0	2
[25]	76.0	16.0	0	0	0	8.0
	(1.6)	(*)	(0)	(0)	(0)	(*)
Toronto	162	203	40	14	13	36
[469]	34.6	43.4	8.5	3.0	2.8	7.7
	(13.8)	(27.7)	(15.6)	(19.7)	(15.1)	(16.4)
Other Ontario	154	110	68	11	34	53
[429]	35.8	25.6	15.8	2.6	7.9	12.3
	(13.2)	(15.0)	(26.5)	(15.5)	(39.5)	(24.1)
Other Canada	76	100	56	29	8	48
[316]	24.0	31.5	17.7	9.1	2.5	15.1
	(6.5)	(13.6)	(21.8)	(40.8)	(9.3)	(21.8)
New England	11	14	14	2	4	0
[48]	24.4	31.1	31.1	4.4	8.9	0
	(*)	(1.9)	(5.4)	(2.8)	(4.7)	(0)
Mid-Atlantic	15	21	14	1	3	2
[56]	26.8	37.5	25.0	1.8	5.4	3.6
	(1.3)	(2.9)	(5.4)	(1.4)	(3.5)	(*)
Other U.S.A.	71	58	24	6	9	9
[173]	40.1	32.8	13.6	3.4	5.1	5.1
	(6.1)	(7.9)	(9.3)	(8.5)	(10.5)	(4.1)
Other Countries	9	23	14	4	8	1
[59]	15.3	39.0	23.7	6.8	13.6	1.7
	(*)	(3.1)	(5.4)	(5.6)	(9.3)	(*)
When Planning To Return Percent [2540]	1170	737	258	72	84	219
	46.1	29.0	10.2	2.8	3.3	8.6

* - Less than 1%.

Table 3.22 - Percent of Respondents - Main Purpose by When Planning to Return

Key - Respondents
- Row %
- (Column %)

Main Purpose [Respondents]	When Planning to Return: Again in 1984	1985	1986	1987	1988 or Later	Don't Know
Conference/ Convention [74]	14 18.3 (1.2)	15 20.3 (2.0)	14 18.5 (5.4)	3 4.0 (4.2)	9 12.2 (10.7)	20 26.8 (9.1)
Other Business [1096]	873 79.7 (74.6)	130 11.8 (17.7)	16 1.4 (6.2)	4 * (5.6)	3 * (3.6)	70 6.4 (32.0)
Sightseeing/ Touring [197]	32 16.0 (2.7)	62 31.6 (8.4)	28 14.0 (10.9)	6 2.8 (8.3)	12 6.3 (14.3)	58 29.3 (26.5)
Visiting Friends/ Relatives [1013]	186 18.4 (15.9)	473 46.7 (64.3)	186 18.4 (72.1)	49 4.9 (68.1)	53 5.3 (63.1)	65 6.4 (29.7)
Other [158]	65 41.1 (5.6)	56 35.4 (7.6)	14 8.9 (5.4)	10 6.3 (13.9)	7 4.4 (8.3)	6 3.8 (2.7)

* - Less than 1%.

ATTITUDINAL RESULTS

Tourist Literature Availability in Hotels/Motels [Tables 3.23 to 3.24]. Visitors who stayed nights in hotels/motels while on their trip in the Province were asked to rate the availability of tourist literature in these establishments. Approximately two-thirds of respondents answered positively and indicated either readily available (40.3%) or somewhat available (27.3%). Of the remaining respondents, 16.2% stated that the literature was somewhat unavailable while another 16.3% said it was not at all available.

Overall intention to return in relation to tourist literature availability varied somewhat between the groups, but did not appear to be related. Intention to return did not differ between the most positive group - those indicating readily available - and the most negative group - those stating that literature was not at all available. The two "somewhat" groups - while indicating a slightly lower intent to return - were similar in their responses.

Cleanliness of the Environment [Tables 3.25 to 3.27]. Overall cleanliness of Newfoundland and Labrador's environment was rated postively by 91.8% of respondents - 44.9% stated very good and 46.9% stated good. Of the remaining respondents, 7.6% rated the cleanliness as poor and less than 1% said very poor.

Regarding the main purpose groups, the more discretionary - sightseeing/touring - visitors and those attending conferences/conventions were the most negative in

their ratings - 16.3% and 14.8%, respectively, indicated either poor or very poor. The two main purpose groups in which we find the highest number of repeat visitors - other business and visiting friends and/or relatives - were the more positive groups with respect to their ratings of cleanliness of the environment - only 5.8% and 8.2%, respectively said poor or very poor.

Overall intention to return of those who rated cleanliness of the environment either very good or good was 77.1% yes, 4.7% no and 18.2% maybe. For those who rated cleanliness as poor or very poor, 63.6% said yes they were returning, 12.5% said no and 23.9% said maybe.

With respect to main purpose, difference in intention to return was most obvious with sightseers/tourers. Of those who rated environmental cleanliness positively, 60.9% said yes they would return, 5.4% said no and 33.8% said maybe. For those who indicated poor or very poor, only 38.2% were returning, 14.5% said no and 47.3% said maybe. Differences were evident as well in the ratings given by those visiting friends and/or relatives but not so for the other business and conference/convention travellers.

Table 3.23 - Percent of Respondents - Tourist Literature Availability in Hotels/Motels By Main Purpose

Key - Respondents
- Column %

Availability Rating	Main Purpose: Conference/ Convention	Other Business	Sightseeing/ Touring	Visiting Friends/ Relatives	Other	Overall Availability Rating
Readily Available	69	348	112	60	27	616
	40.4	35.1	54.6	53.1	60.0	40.3
Somewhat Available	42	294	41	32	7	417
	24.6	29.7	20.0	28.3	15.5	27.3
Somewhat Unavailable	36	168	27	10	4	247
	21.1	17.0	13.2	8.8	8.9	16.2
Not Available	24	181	25	11	7	249
	14.0	18.3	12.2	9.7	15.6	16.3
Main Purpose Totals	171	991	205	113	45	1529
	100.0	100.0	100.0	100.0	100.0	100.0

Table 3.24 - Percent of Respondents - Tourist Literature Availability in Hotels/Motels by Intention to Return

Key - Respondents
- Row %
- (Column %)

Availability Rating [Respondents]	Intention to Return		
	Yes	No	Maybe
Readily Available [580]	406 70.0 (40.5)	57 9.8 (47.1)	117 20.2 (33.5)
Somewhat Available [412]	275 66.7 (27.4)	25 6.1 (20.7)	112 27.2 (32.1)
Somewhat Unavailable [232]	146 62.9 (14.6)	13 5.6 (10.7)	73 31.5 (20.9)
Not Available [248]	175 70.6 (17.5)	26 10.5 (21.5)	47 19.0 (13.5)

Table 3.25 - Percent of Respondents - Cleanliness of Environment By Main Purpose

Key - Respondents
- Column %

Cleanliness Rating	Main Purpose: Conference/ Convention	Other Business	Sightseeing/ Touring	Visiting Friends/ Relatives	Other	Overall Cleanliness Rating
Very Good	79	643	155	564	102	1539
	40.3	45.1	42.9	45.4	48.1	44.9
Good	88	699	147	576	101	1609
	44.9	49.1	40.7	46.4	47.6	46.9
Poor	25	79	55	95	6	260
	12.8	5.5	15.2	7.6	2.8	7.6
Very Poor	4	4	4	7	3	23
	2.0	*	1.1	*	1.4	*
Main Purpose Totals	196	1425	361	1242	212	3431
	100.0	100.0	100.0	100.0	100.0	100.0

* - Less than 1%

Table 3.26 - Percent of Respondents - Cleanliness of Environment By Intention to Return

Key - Respondents
- Row %
- (Column %)

Cleanliness Rating [Respondents]	Intention to Return: Yes	No	Maybe
Very Good [1525]	1177 77.2 (45.6)	67 4.4 (37.0)	281 18.4 (44.3)
Good [1589]	1224 77.0 (47.5)	79 5.0 (43.6)	286 18.0 (45.1)
Poor [258]	164 63.6 (6.4)	29 11.2 (16.0)	65 25.2 (10.3)
Very Poor [22]	14 63.6 (*)	6 27.3 (3.3)	2 9.1 (*)

* - Less than 1%

Table 3.27 - Percent of Respondents - Cleanliness of Environment By Main Purpose By Intention to Return

Key - % & (Respondents) Yes
- % & (Respondents) No
- % & (Respondents) Maybe

Intention to Return

Cleanliness Rating	Main Purpose: Conference/ Convention	Other Business	Sightseeing/ Touring	Visiting Friends/ Relatives	Other
Very Good	45.6 (36)	80.4 (510)	67.7 (105)	82.2 (462)	67.7 (67)
	15.2 (12)	3.6 (23)	3.2 (5)	3.2 (18)	9.1 (9)
	39.2 (31)	15.9 (101)	29.0 (45)	14.6 (82)	23.2 (23)
Good	38.1 (32)	75.7 (524)	53.5 (77)	87.4 (499)	91.9 (91)
	14.3 (12)	6.1 (42)	7.6 (11)	2.5 (14)	1.0 (1)
	47.6 (40)	18.2 (126)	38.9 (56)	10.2 (58)	7.1 (7)
Poor	60.0 (15)	70.1 (54)	38.2 (21)	75.8 (72)	* (3)
	8.0 (2)	14.3 (11)	14.5 (8)	4.2 (4)	* (3)
	32.0 (8)	15.6 (12)	47.3 (26)	20.0 (19)	* (0)
Very Poor	* (0)	* (4)	* (0)	* (6)	* (0)
	* (4)	* (0)	* (0)	* (0)	* (1)
	* (0)	* (0)	* (0)	* (1)	* (1)

* - Insufficient data

BUSINESS SECTOR

Non-resident visitors planning a future conference/convention and/or a future business trip to the Province were asked about their willingness to extend such a trip to include some vacation time and the factors which would influence such a decision.

Willingness to Extend Trip [Tables 3.28 and 3.29]. Almost two-thirds (63.7) of future conference/convention or other business non-resident visitors were willing to extend such a trip by a least one night to include some vacation time. Another 27.3% of respondents were definite that they would not consider extending the trip. Only 9.0% of respondents were indecisive about such an arrangement. Conference/convention travellers were more willing (82.1%) than the other business travellers (63.1%) to extend the trip. As was seen in Tables 3.18 and 3.20, not only were there more other business travellers who have been to the province previously, but they were also more likely to return again for a future trip than were the conference/convention travellers.

With respect to origin, future conference/convention and other business visitors from the "further" origins - Ontario, Other Canada, the United States and Other countries - tended to be more decisive about extending such a trip and more positive in their response. Results indicated that, generally, conference/convention and other business visitors from the "closer" origins not only tended to have been to the

Province before, but were also more likely to be returning in future.

Regarding those who would consider extending such a trip, the most frequently stated factors about or in Newfoundland and Labrador which would make them consider were: scenery, fishing, people, and sightseeing/touring as stated by 29.4%, 19.5%, 19.4%, and 12.2% of the respondents, respectively (Note: this was a multi-response question).

Need for Improvements [Table 3.30]. There was no difference between those who would and those who did not know or would not consider extending a trip with regard to whether improvements could or should be made regarding services and facilities or attractions and events. Of those who would consider extending, 86.9% indicated that no improvements were required before actually extending the trip. Of those who did not know or would not consider extending, 87.6% indicated that no improvements could be made which would make them consider extending such a trip.

Of the overall 12.9% of respondents who indicated a need for improvements, only 53 respondents (45.3%) stated specific items to be put in place and 73 respondents (62.4%) stated items to be improved. A variety of responses were recorded as answers to these questions, however, no one specific item was indicated by a majority of the respondents.

Influencing Factors [Table 3.31]. Respondents were asked to indicate from a listing of five items (plus an "other" category), those items which were important in influencing the business traveller to take some vacation time while on a business trip. Of these items, a previous visit was stated most frequently - by 61.3% of respondents. The second most frequently stated factor was travel literature obtained before the visit - as indicated by one-third (33.5%) of respondents. Travel agents and travel literature in hotels/motels were stated by 21.2% and 20.4% of respondents, respectively. Inflight advertising was identified by only 10.4% of respondents as an important factor in influencing the business traveller in such a decision.

Time of Decision - in General - to Extend Trip [Table 3.32]. In general, when planning a business trip, the majority (80.3%) of respondents decide before leaving to go on the trip whether or not they would extend that trip to include some vacation time. The trend indicated that the closer the origin, the more likely the respondent was to decide before leaving home.

Flexibility of Departure Date [Table 3.33]. Almost one-third (31.7%) of returning business visitors were very flexible regarding their departure date to return home while another one-third (34.2%) were somewhat flexible. Approximately one in five future business visitors felt that the return departure of a business trip was somewhat fixed.

The remaining 15.1% of visitors did not consider their schedule to be flexible at all regarding an extra nights stay.

Business visitors from the furthest destinations - Other Canada and the U.S.A. - considered their departure dates of business trips to be the most flexible - 83.6% and 86.9%, respectively, stated either very flexible or somewhat flexible. Business visitors from Nova Scotia, New Brunswick and Other Ontario, on the other hand, were the least flexible regarding an extra nights stay - 42.1%, 42.0% and 41.5%, respectively, indicated either somewhat fixed or definitely set departure dates, in general, for business trips.

Next Business Trip [Table 3.34]. The majority (85.9%) of respondents who indicated that the next trip to Newfoundland and Labrador was for business purposes other than conference/convention were returning again before the end of the survey year. Another 9.6% were not coming back until the following year (1985). Only a small percentage - 3.6% - of future other business visitors could not say when they were returning.

Table 3.28 - Percent of Respondents - Main Purpose of Future Business Trip By Willingness to Extend Trip to Include Vacation Time

Key - Respondents
- Row %
- (Column %)

Future Business Purpose	Willingness to Extend Trip: Yes	No	Maybe	Future Business Purpose Percent
Conference/Convention	23	5	0	28
	82.1	17.9	0	2.8
	(3.8)	(2.1)	(0)	
Other Business	583	256	85	957
	63.1	27.7	9.2	96.8
	(95.6)	(97.9)	(98.6)	
Both	3	0	1	4
	75.0	0	25.0	*
	(*)	0	(1.4)	
				989
Willingness to Extend	609	261	86	956
Percent	63.7	27.3	9.0	100.0

* - Less than 1%

Table 3.29 - Percent of Respondents - Origin of Future Business Visitors By Willingness to Extend Trip to Include Vacation Time

Key - Respondents
- Row %
- (Column %)

Origin	Willingness to Extend Trip: Yes	No	Maybe	Origin Percent
P.E.I.	2	0	0	2
	100.0	0	0	*
	(*)	(0)	(0)	
Nova Scotia	185	104	38	335
	56.6	31.8	11.6	33.9
	(30.3)	(39.9)	(44.2)	
New Brunswick	52	23	12	94
	59.8	26.4	13.8	9.5
	(8.5)	(8.9)	(13.7)	
Montreal	79	35	14	131
	61.7	27.3	10.9	13.2
	(13.0)	(13.3)	(16.6)	
Other Quebec	6	7	1	14
	42.9	50.0	7.1	1.4
	(1.0)	(2.6)	(1.6)	
Toronto	94	27	11	136
	71.2	20.5	8.3	13.8
	(15.5)	(10.3)	(13.1)	
Other Ontario	81	25	7	113
	71.7	22.1	6.2	11.4
	(13.4)	(9.8)	(8.1)	
Other Canada	48	10	1	59
	81.4	16.9	1.7	6.0
	(7.8)	(3.7)	(*)	
New England	4	2	0	6
	66.7	33.3	0	*
	(*)	(*)	(0)	
Mid-Atlantic	4	2	2	8
	50.0	25.0	25.0	*
	(*)	(*)	(1.9)	
Other U.S.A.	44	22	0	74
	66.7	33.3	0	7.5
	(7.2)	(8.5)	(0)	
Other Countries	10	4	0	17
	71.4	28.6	0	1.7
	(1.6)	(1.6)	(0)	

** - Less Than 1%

Table 3.30 - Percent of Respondents - Willingness to Extend Trip By Need for Improvements as a Prerequisite

Key - Respondents
- Row %

Willingness to EXtend [Respondents]	Improvements as a Prerequisite: Yes	No
Yes [579]	503 86.9	76 13.1
No/Maybe [331]	290 87.6	41 12.3
Overall Percent [910]	793 87.1	117 12.9

Table 3.31 - Percent of Respondents - Origin by Influencing Factors[1]

Key - Respondents
- Row %

Origin [Respondents]	Travel Agents	Inflight Advertising	Literature in Hotels/Motels	Literature Obtained Before Visit	A Previous Visit	Other
	Influencing Factors					
P.E.I.	2	0	0	0	0	0
[2]	100.0	0	0	0	0	0
Nova Scotia	68	29	54	104	179	24
[310]	21.9	9.4	17.4	33.5	57.7	7.7
New Brunswick	16	19	32	15	47	1
[79]	20.3	24.1	40.5	19.0	59.5	1.3
Montreal	23	4	25	28	84	6
[111]	20.7	3.6	22.5	25.2	75.7	5.4
Other Quebec	1	1	6	2	4	0
[14]	7.1	7.1	42.9	14.3	28.6	0
Toronto	39	15	21	49	81	16
[133]	29.3	11.3	15.8	36.8	60.9	12.0
Other Ontario	9	6	18	47	66	12
[108]	8.3	5.6	16.7	43.5	61.1	11.1
Other Canada	9	8	12	16	29	2
[46]	19.6	17.4	26.1	34.8	63.0	4.3
New England	0	0	2	0	6	0
[6]	0	0	33.3	0	100.0	0
Mid Atlantic	1	2	1	6	5	0
[8]	12.5	25.0	12.5	75.0	62.5	0
Other U.S.A.	17	5	10	22	28	0
[54]	31.5	9.3	18.5	40.7	51.9	0
Other Countries	5	3	1	7	9	3
[14]	35.7	21.4	7.1	50.0	64.3	21.4
Influencing Factors	187	92	180	296	542	63
Percent	21.2	10.4	20.4	33.5	61.3	7.1
[884]						

[1] - Since respondents were allowed to indicate more than one influencing factor, the sum total of the row percents may be greater than 100%.

Table 3.32 - Percent of Respondents - Origin by Time of Decision - In General - to Extend a Business Trip

Key - Respondents
- Row %

Origin [Respondents]	Time of Decision: Before Leaving To Go On Trip	Time of Decision: After Getting To Destination
P.E.I. [2]	2 100.0	0 0
Nova Scotia [310]	263 84.8	47 15.2
New Brunswick [81]	77 95.1	4 4.9
Montreal [123]	104 84.6	19 15.4
Other Quebec [15]	11 73.3	4 26.7
Toronto [119]	96 80.7	23 19.3
Other Ontario [111]	84 75.7	27 24.3
Other Canada [47]	31 66.0	16 34.0
New England [6]	4 66.7	2 33.3
Mid Atlantic [8]	3 37.5	5 62.5
Other U.S.A. [66]	41 62.1	25 37.9
Other Countries [13]	6 46.2	7 53.8
Time of Decision Percent [898]	721 80.3	177 19.7

Table 3.33 - Percent of Respondents - Origin by Flexibility of Departure Date After Arriving at Destination

Key - Respondents
- Row %
- (Column %)

Origin [Respondents]	Flexibility of Departure Date: Very Flexible	Somewhat Flexible	Somewhat Fixed	Not at All Flexible
P.E.I.	0	2	0	0
[2]	0	100.0	0	0
	(0)	(*)	(0)	(0)
Nova Scotia	84	98	71	60
[314]	26.7	31.3	22.8	19.3
	(28.6)	(31.1)	(40.7)	(43.3)
New Brunswick	17	29	18	15
[79]	21.8	36.3	23.3	18.7
	(5.9)	(9.1)	(10.5)	(10.6)
Montreal	53	37	23	11
[124]	42.9	29.6	18.5	9.0
	(18.2)	(11.7)	(13.1)	(8.0)
Other Quebec	7	6	1	0
[14]	51.2	40.7	4.8	3.3
	(2.5)	(1.8)	(*)	(*)
Toronto	37	50	25	21
[132]	27.6	37.4	19.2	15.9
	(12.5)	(15.7)	(14.5)	(15.0)
Other Ontario	28	37	23	23
[112]	25.0	33.5	20.7	20.8
	(9.6)	(11.9)	(13.1)	(16.6)
Other Canada	23	22	9	0
[53]	43.0	40.6	16.4	0
	(7.8)	(6.9)	(5.0)	(0)
New England	4	2	0	0
[6]	63.5	29.3	7.2	0
	(1.4)	(*)	(*)	(0)
Mid Atlantic	4	3	1	0
[8]	55.0	32.7	12.3	0
	(1.5)	(*)	(*)	(0)
Other U.S.A.	31	29	4	5
[65]	44.9	42.0	5.8	7.2
	(10.2)	(9.0)	(1.7)	(3.2)
Other Countries	5	3	1	4
[13]	42.1	20.1	4.4	33.4
	(1.8)	(*)	(*)	(3.0)
Flexibility of Departure Date Percent [923]	292	315	176	140
	31.7	34.2	19.0	15.1

* - Less than 1%

Table 3.34 - Percent of Respondents - Main Purpose of Future Business Trip[1] By When Planning to Return

Key - Respondents
- Row %

Future Business Purpose [Respondents]		When Planning to Return: Again in 1984	1985	1986	1987	1988 or Later	Don't Know
Conference/ Convention	[22]	9	6	3	0	2	2
		40.9	27.3	13.6	0	9.1	9.1
Other Business	[878]	754	84	6	0	2	32
		85.9	9.6	*	0	*	3.6

* - Less than 1%.

1 - Includes only those Business Visitors who indicated one future main purpose.

DEMOGRAPHICS

Occupation [Table 3.35]. Managerial, administrative or related professions were stated as the occupation of more than one-fifth (22.9%) of respondents - the single largest group. Another 13.1% of respondents indicated natural science, engineering or mathematics as their occupation. Other more frequently stated occupations were: sales (7.2%), medicine/health (6.1%), clerical (5.1%), service (5.1%) and teaching (4.5%). Another 6.8% of respondents were housewives and 5.9% were retired. Only 3.3% of respondents were students and less than 1% of respondents were unemployed.

Age [Table 3.36]. Seventy-five percent of respondents were between the ages 25 and 54. Within this range, the 35 to 44 age group was the largest - representing 29.9% of respondents. The second largest group of respondents (27.7%) were 25 to 34. The remaining 17.7% of respondents were 45 to 54. The youngest group - 18 to 24 years - and the 55 to 64 age group, each represented less than ten percent of respondents. Only five percent of respondents were 65 to 74 and less than one percent were older than 75 years.

Marital Status [Table 3.37]. The majority - 70.2% - of respondents indicated they were married. The second largest group were singles - representing 22.3% of respondents. Widowed and divorced marital status were each indicated by only 3.1% of respondents.

Income [Table 3.38]. Nearly one in four respondents (23.1%) indicated an income level (for themselves, if single, or combined with spouse, if married) of $60,000 and over. This represented the single largest income group. Another 11.5% of respondents stated high income levels of $50,000 to $59,999. The second largest income bracket - stated by 19.0% of respondents - was $40,000 to $49,999. The percent of respondents in the next two lower income ranges - the $30,000's and $20,000's - was 18.4% and 16.8%, respectively. Only 11.1% of respondents indicated an income level lower than $20,000.

Table 3.35 - Percent of Respondents - Origin by Occupation

Key - Respondents
- Row %
- (Column %)

Origin [Respondents]	Mgr. Adm Related	Natural Science, Engin, Math	Sales	Teaching	Medicine/ Health	Clerical	Service	Prod. Fab, Assembly, Repairing	Transport, Equipment Operating
	Occupation								
P.E.I.	3	0	5	0	0	3	10	0	0
[25]	12.1	0	18.4	0	1.8	12.0	41.0	1.8	0
	(*)	(0)	(1.9)	(0)	(*)	(1.7)	(5.8)	(*)	(0)
Nova Scotia	206	87	91	19	27	37	33	18	22
[681]	30.3	12.8	13.4	2.7	3.9	5.5	4.9	2.6	3.2
	(26.6)	(19.8)	(37.5)	(12.2)	(13.0)	(21.8)	(19.3)	(13.3)	(22.0)
New Brunswick	51	14	8	3	19	4	6	11	3
[176]	28.8	7.7	4.4	1.8	11.0	2.3	3.2	6.2	1.6
	(6.5)	(3.1)	(3.2)	(2.1)	(9.4)	(2.3)	(3.2)	(8.2)	(2.9)
Montreal	89	38	25	7	7	5	7	19	6
[258]	34.3	14.8	9.5	2.7	2.6	2.0	2.7	7.3	2.3
	(11.4)	(8.6)	(10.1)	(4.6)	(3.3)	(3.0)	(4.0)	(14.3)	(6.0)
Other Quebec	5	4	3	3	1	5	8	6	1
[43]	12.1	10.0	7.8	6.5	1.2	11.2	19.5	14.0	1.6
	(*)	(1.0)	(1.4)	(1.8)	(*)	(2.8)	(4.8)	(4.5)	(*)
Toronto	147	61	40	21	29	36	27	41	19
[621]	23.6	9.8	6.5	3.3	4.6	5.8	4.3	6.6	3.1
	(18.9)	(13.7)	(16.7)	(13.6)	(13.9)	(21.0)	(15.6)	(31.0)	(19.5)
Other Ontario	109	76	34	19	67	40	35	14	7
[582]	18.8	13.1	5.9	3.4	11.4	6.8	6.1	2.4	1.2
	(14.1)	(17.2)	(14.2)	(12.9)	(32.3)	(23.1)	(20.5)	(10.4)	(7.4)
Other Canada	85	69	13	30	19	27	25	8	23
[439]	19.4	15.6	2.9	6.8	4.3	6.0	5.6	1.8	5.3
	(11.0)	(15.5)	(5.2)	(19.7)	(9.1)	(15.5)	(14.4)	(5.9)	(23.9)
New England	13	10	1	0	11	4	1	2	0
[74]	17.8	13.3	*	0	14.3	6.0	*	2.3	0
	(1.7)	(2.2)	(*)	(0)	(5.1)	(2.6)	(*)	(1.3)	(0)
Mid-Atlantic	8	10	8	10	8	0	3	8	6
[95]	8.6	11.1	8.0	10.5	8.6	0	3.4	8.7	6.0
	(1.1)	(2.4)	(3.1)	(6.5)	(4.0)	(0)	(1.9)	(6.3)	(5.8)
Other U.S.A.	43	48	12	21	13	9	13	3	9
[263]	16.2	18.0	4.5	7.9	4.9	3.4	4.9	1.1	3.4
	(5.6)	(10.8)	(4.9)	(13.9)	(6.1)	(5.2)	(7.3)	(2.5)	(9.7)
Other Countries	17	26	4	19	7	2	5	3	2
[125]	13.3	20.9	3.2	15.6	5.5	1.6	4.0	2.0	1.7
	(2.1)	(5.9)	(1.6)	(12.8)	(3.3)	(1.2)	(2.9)	(1.9)	(2.1)
Occupation	776	443	242	152	206	172	172	132	98
Percent	22.9	13.1	7.2	4.5	6.1	5.1	5.1	3.9	2.9
[3382]									

* - Less than 1%

Table 3.35 (Continued) - Percent of Respondents - Origin by Occupation

Key - Respondents
- Row %
- (Column %)

Origin	Occupation							
	Construction	Social Sciences	Art, Literature, Recreation	Housewife	Retired	Student	Unemployed	Other
P.E.I.	0	0	0	0	1	2	0	0
	0	0	0	0	3.1	9.7	0	0
	(0)	(0)	(0)	(0)	(*)	(2.1)	(0)	(0)
Nova Scotia	5	12	4	45	10	37	3	25
	*	1.7	*	6.6	1.5	5.4	*	3.8
	(10.2)	(22.8)	(5.3)	(19.7)	(5.0)	(33.1)	(17.4)	(9.6)
New Brunswick	7	5	2	8	8	15	3	10
	4.2	2.6	1.0	4.8	4.6	8.3	1.8	5.7
	(15.2)	(8.9)	(2.6)	(3.7)	(4.1)	(13.0)	(16.6)	(3.8)
Montreal	7	0	6	8	6	23	0	7
	2.8	0	2.3	3.0	2.2	8.8	0	2.8
	(15.0)	(0)	(9.0)	(3.4)	(2.8)	(20.2)	(0)	(2.7)
Other Quebec	0	0	1	1	0	2	0	4
	0	0	1.6	2.4	0	3.8	0	8.3
	(0)	(0)	(1.0)	(*)	(0)	(1.5)	(0)	(1.5)
Toronto	10	13	12	42	50	12	4	56
	1.7	2.1	2.0	6.7	8.0	1.9	*	9.4
	(21.1)	(25.6)	(18.4)	(18.2)	(25.0)	(10.3)	(20.0)	(21.5)
Other Ontario	9	0	30	57	37	8	4	36
	1.5	*	5.1	9.8	6.4	1.4	*	6.1
	(17.7)	(*)	(44.1)	(24.8)	(18.7)	(7.2)	(22.1)	(13.8)
Other Canada	6	13	8	23	14	10	5	64
	1.4	2.9	1.8	5.3	3.1	2.3	1.1	14.5
	(12.3)	(24.3)	(11.5)	(10.2)	(6.8)	(9.2)	(24.0)	(24.5)
New England	0	0	0	10	16	0	0	6
	0	*	0	13.5	22.2	0	0	8.6
	(0)	(*)	(0)	(4.4)	(8.2)	(0)	(0)	(2.3)
Mid-Atlantic	0	0	3	4	17	3	0	7
	0	0	3.6	4.0	17.7	2.8	0	7.1
	(0)	(0)	(5.1)	(1.6)	(8.4)	(2.3)	(0)	(2.7)
Other U.S.A.	4	4	1	24	27	1	0	34
	1.5	1.5	*	9.0	10.2	*	0	12.8
	(8.7)	(6.9)	(1.0)	(10.6)	(13.5)	(*)	(0)	(13.0)
Other Countries	0	5	1	7	14	1	0	12
	0	4.2	1.1	5.6	11.6	*	0	9.4
	(0)	(10.3)	(2.0)	(3.0)	(7.2)	(*)	(0)	(4.6)
Occupation	49	51	67	229	200	112	19	260
Percent	1.4	1.5	2.0	6.8	5.9	3.3	*	7.7

* - Less than 1%

Table 3.36 - Percent of Respondents - Origin by Age

Key - Respondents
- Row %
- (Column %)

Origin [Respondents]	Age 18 to 24	25 to 29	30 to 34	35 to 39	40 to 44	45 to 54	55 to 64	65 to 74	75 and Over
P.E.I.	2	8	2	5	4	2	0	0	1
[24]	8.3	33.3	8.3	20.8	16.7	8.3	0	0	4.2
	(*)	(1.8)	(*)	(*)	(*)	(*)	(0)	(0)	(4.2)
Nova Scotia	63	100	109	127	87	120	38	9	0
[653]	9.6	15.3	16.7	19.4	13.3	18.4	5.8	1.4	0
	(20.6)	(23.0)	(22.9)	(23.9)	(19.4)	(20.5)	(12.4)	(5.5)	(0)
New Brunswick	19	17	22	32	34	25	12	14	0
[175]	10.9	9.7	12.6	18.3	19.4	14.3	6.9	8.0	0
	(6.2)	(3.9)	(4.6)	(6.0)	(7.6)	(4.3)	(3.9)	(8.5)	(0)
Montreal	28	18	32	35	41	54	32	4	2
[246]	11.4	7.3	13.0	14.2	16.7	22.0	13.0	1.6	*
	(9.2)	(4.1)	(6.7)	(6.6)	(9.1)	(9.2)	(10.4)	(2.4)	(8.3)
Other Quebec	10	10	4	7	3	6	1	0	0
[41]	24.4	24.4	9.8	17.1	7.3	14.6	2.4	0	0
	(3.3)	(2.3)	(*)	(1.3)	(*)	(1.0)	(*)	(0)	(0)
Toronto	52	59	86	120	65	106	54	48	9
[599]	8.7	9.8	14.4	20.0	10.9	17.7	9.0	8.0	1.5
	(17.0)	(13.6)	(18.1)	(22.6)	(14.5)	(18.2)	(17.6)	(29.3)	(37.5)
Other Ontario	61	52	79	73	100	100	64	31	6
[566]	10.8	9.2	14.0	12.9	17.7	17.7	11.3	5.5	1.1
	(19.9)	(12.0)	(16.6)	(13.7)	(22.3)	(17.1)	(20.8)	(18.9)	(25.0)
Other Canada	55	104	72	62	43	52	17	12	1
[418]	13.2	24.9	17.2	14.8	10.3	12.4	4.1	2.9	*
	(18.0)	(24.0)	(15.2)	(11.7)	(9.6)	(8.9)	(5.5)	(7.3)	(4.2)
New England	0	11	4	1	3	24	16	11	1
[71]	0	15.5	5.6	1.4	4.2	33.8	22.5	15.5	1.4
	(0)	(2.5)	(*)	(*)	(*)	(4.1)	(5.2)	(6.7)	(4.2)
Mid Atlantic	3	14	5	3	9	30	22	6	4
[96]	3.1	14.6	5.2	3.1	9.4	31.3	22.9	6.3	4.2
	(1.0)	(3.2)	(1.1)	(*)	(2.0)	(5.1)	(7.2)	(3.7)	(16.7)
Other U.S.A.	8	24	42	37	49	49	37	16	0
[262]	3.1	9.2	16.0	14.1	18.7	18.7	14.1	6.1	0
	(2.6)	(5.5)	(8.8)	(7.0)	(10.9)	(8.4)	(12.1)	(9.8)	(0)
Other Countries	5	17	18	29	11	16	14	13	0
[123]	4.1	13.8	14.6	23.6	8.9	13.0	11.4	10.6	0
	(1.6)	(3.9)	(3.8)	(5.5)	(2.4)	(2.7)	(4.6)	(7.9)	(0)
Age	314	434	475	531	449	582	307	164	24
Percent [3280]	9.6	13.2	14.5	16.2	13.7	17.7	9.4	5.0	*

* - Less than 1%

Table 3.37 - Percent of Respondents - Origin by Marital Status

Key - Respondents
- Row %
- (Column %)

Origin [Respondents]	Marital Status: Single	Married	Widowed	Divorced	Other
P.E.I.	10	13	1	0	0
[25]	42.7	54.2	3.1	0	0
	(1.4)	(*)	(*)	(0)	(0)
Nova Scotia	133	482	7	23	12
[657]	20.3	73.4	1.0	3.5	1.8
	(18.0)	(20.8)	(6.5)	(22.6)	(26.4)
New Brunswick	38	130	5	3	0
[176]	21.6	73.8	2.9	1.5	*
	(5.1)	(5.6)	(5.1)	(2.6)	(1.0)
Montreal	55	165	5	19	3
[246]	22.3	67.1	1.9	7.6	1.2
	(7.4)	(7.1)	(4.5)	(18.4)	(6.3)
Other Quebec	12	28	1	1	0
[43]	29.1	65.4	2.4	2.6	*
	(1.7)	(1.2)	(1.0)	(1.1)	(*)
Toronto	140	413	28	12	13
[607]	23.0	68.0	4.7	2.1	2.2
	(18.9)	(17.8)	(28.0)	(12.4)	(29.3)
Other Ontario	100	440	13	20	5
[579]	17.3	76.0	2.3	3.5	*
	(13.5)	(18.9)	(13.3)	(20.1)	(11.9)
Other Canada	121	285	3	9	6
[423]	28.5	67.3	*	2.2	1.3
	(16.3)	(12.3)	(2.7)	(9.2)	(12.5)
New England	13	51	11	0	0
[74]	16.9	68.5	14.2	*	0
	(1.7)	(2.2)	(10.4)	(*)	(0)
Mid Atlantic	21	66	5	1	1
[95]	22.5	70.3	4.9	1.2	1.3
	(2.9)	(2.9)	(4.5)	(1.1)	(2.6)
Other U.S.A.	58	184	13	5	3
[263]	22.1	70.0	4.9	1.9	1.1
	(7.7)	(8.0)	(13.4)	(4.8)	(5.9)
Other Countries	40	65	10	8	2
[124]	32.1	52.2	8.1	6.3	1.3
	(5.4)	(2.8)	(9.9)	(7.7)	(3.6)
Marital Status	740	2324	101	101	45
Percent [3312]	22.3	70.2	3.1	3.1	1.4

* - Less than 1%

Table 3.38 - Percent of Respondents - Origin by Income

Key - Respondents
- Row %
- (Column %)

Origin [Respondents]	Income $11,999 and Under	$12,000 to $19,999	$20,000 to $24,999	$25,000 to $29,999	$30,000 to $34,999	$35,000 to $39,999	$40,000 to $44,999	$45,000 to $49,999	$50,000 to $59,999	$60,000 and Over
P.E.I.	2	0	1	0	1	7	0	6	2	4
[23]	8.7	0	4.3	0	4.3	30.4	0	26.1	8.7	17.4
	(1.2)	(0)	(*)	(0)	(*)	(2.4)	(0)	(2.4)	(*)	(*)
Nova Scotia	39	12	40	68	55	75	44	50	61	105
[549]	7.1	2.2	7.3	12.4	10.0	13.7	8.0	9.1	11.1	19.1
	(22.8)	(8.4)	(19.1)	(26.3)	(25.0)	(25.6)	(15.5)	(20.4)	(19.1)	(16.4)
New Brunswick	15	10	7	15	14	10	9	14	11	49
[154]	9.7	6.5	4.5	9.7	9.1	6.5	5.8	9.1	7.1	31.8
	(8.8)	(7.0)	(3.3)	(5.8)	(6.4)	(3.4)	(3.2)	(5.7)	(3.4)	(7.6)
Montreal	18	6	11	12	9	24	39	19	39	47
[224]	8.0	2.7	4.9	5.4	4.0	10.7	17.4	8.5	17.4	21.0
	(10.5)	(4.2)	(5.3)	(4.6)	(4.1)	(8.2)	(13.8)	(7.8)	(12.2)	(7.3)
Other Quebec	3	2	3	8	2	1	13	6	1	2
[41]	7.3	4.9	7.3	19.5	4.9	2.4	31.7	14.6	2.4	4.9
	(1.8)	(1.4)	(1.4)	(3.1)	(*)	(*)	(4.6)	(2.4)	(*)	(*)
Toronto	30	28	38	46	41	51	49	49	49	102
[483]	6.2	5.8	7.9	9.5	8.5	10.6	10.1	10.1	10.1	21.1
	(17.5)	(19.6)	(18.2)	(17.8)	(18.6)	(17.4)	(17.3)	(20.0)	(15.3)	(15.9)
Other Ontario	19	41	27	44	45	44	51	52	44	106
[473]	4.0	8.7	5.7	9.3	9.5	9.3	10.8	11.0	9.3	22.4
	(11.1)	(28.7)	(12.9)	(17.0)	(20.5)	(15.0)	(18.0)	(21.2)	(13.8)	(16.5)
Other Canada	28	17	22	28	26	46	30	23	55	106
[381]	7.3	4.5	5.8	7.3	6.8	12.1	7.9	6.0	14.4	27.8
	(16.4)	(11.9)	(10.5)	(10.8)	(11.8)	(15.7)	(10.6)	(9.4)	(17.2)	(16.5)
New England	4	6	10	10	2	0	6	0	1	17
[56]	7.1	10.7	17.9	17.9	3.6	0	10.7	0	1.8	30.4
	(2.3)	(4.2)	(4.8)	(3.9)	(*)	(0)	(2.1)	(0)	(*)	(2.6)
Mid Atlantic	4	7	9	1	7	5	8	4	6	18
[69]	5.8	10.1	13.0	1.4	10.1	7.2	11.6	5.8	8.7	26.1
	(2.3)	(4.9)	(4.3)	(*)	(3.2)	(1.7)	(2.8)	(1.6)	(1.9)	(2.8)
Other U.S.A.	5	8	24	18	10	19	26	19	35	71
[235]	2.1	3.4	10.2	7.7	4.3	8.1	11.1	8.1	14.9	30.2
	(2.9)	(5.6)	(11.5)	(6.9)	(4.5)	(6.5)	(9.2)	(7.8)	(10.9)	(11.1)
Other Countries	4	6	17	9	8	11	8	3	16	15
[97]	4.1	6.2	17.5	9.3	8.2	11.3	8.2	3.1	16.5	15.5
	(2.3)	(4.2)	(8.1)	(3.5)	(3.6)	(3.8)	(2.8)	(1.2)	(5.0)	(2.3)
Income	171	143	209	259	220	293	283	245	320	642
Percent [2785]	6.1	5.1	7.5	9.3	7.9	10.5	10.2	8.8	11.5	23.1

APPENDICES

A - Questionnaire

B - Adjustment/Weighting Procedures

C - Provincial Tourism Regions

NEWFOUNDLAND AND LABRADOR

1984 TRAVEL RESEARCH PROJECT

EXIT POINT: _____ INTERVIEWER: _____

DATE: _____ FLIGHT NO: _____

AIRLINE: _____ TIME: _____

INTRODUCTION:

Hello, my name is _____ and I am working for Newfoundland and Labrador tourism. We are conducting a travel survey to assist in improving our facilities to you, the traveller. We would appreciate your help in answering some brief questions about this trip.

1. Is this air trip beginning here today at _____?
   Yes ___ No ___ (If No this is the end of the interview.)

2. Where do you live? _____?
   (City/Town) (Province/State) (Country)

3. What is the final destination of this air trip including connecting flights?
   _____
   (City/Town) (Province/State) (Country)

IF NON-RESIDENT NOT EXITING, GO TO QUESTION 5.
IF RESIDENT WHOSE ORIGIN AND FINAL DESTINATION SAME, GO TO QUESTION 5.

4. ASK ALL OTHER RESIDENTS: What is the main purpose of this trip to (Final Destination) ?
   IF NON-RESIDENT EXITING ASK: What was the main purpose of this trip to Nfld. and Lab.?
   (Select only one)
   1. Convention/Conference
   2. Other Business
   3. Sightseeing/Touring
   4. Accompanying Others on Business
   5. Experience Different Culture/ Lifestyle
   6. Visiting Friends/Relatives
   7. Change of Environment/Climate
   8. Fishing
   9. Nearest Point of Air Exit to Another Destination
   10. Other (Please specify) _____

5. How many people are in your party - by party I mean yourself and those whose travelling expenses are covered by one member of the party? _____

IF THE RESPONDENT: is a resident of Newfoundland and Labrador or is a non-resident not flying beyond Newfoundland and Labrador today, this is the end of the interview.

6. How many nights have you/your party spent in Newfoundland and Labrador? _____

7. Of these nights, how many were spent in _____?
   1. Hotels/Motels _____
   2. Tourist/Hospitality Homes _____
   3. Houses of Friends/Relatives _____
   4. Fishing Camps _____
   5. Other _____

8. IF NIGHTS SPENT IN HOTELS/MOTELS ASK:
   How would you rate the availability of Newfoundland and Labrador tourist literature in the hotels and motels in this Province?
   1. Readily Available
   2. Somewhat Available
   3. Somewhat Unavailable
   4. Not At All Available

9. During this trip to Newfoundland and Labrador, how much money including credit card purchases did your party spend? (Do not include expenditures made outside Newfoundland and Labrador.)

   a. Total Expenditures _____

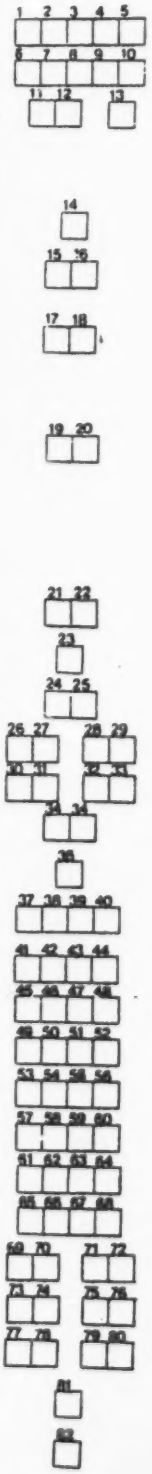
   b. 1. Transportation _____
      2. Accommodations _____
      3. Food and Beverages - Restaurants _____
      4. Food and Beverages - Store Bought _____
      5. Purchases - Souvenirs/Handicrafts _____
      6. Durable goods (clothing, fishing equipment, etc.) _____
      7. Other (Please specify) _____

10. What were your major destinations in Newfoundland and Labrador? How many nights did you spend at _____?
    1. _____ ___
    2. _____ ___
    3. _____ ___

11. How would you rate the overall cleanliness of Newfoundland and Labrador's environment?
    1. Very Good
    2. Good
    3. Poor
    4. Very Poor

12. When did you decide to take this trip to Newfoundland and Labrador?
    1. Earlier than January 1984
    2. January - February 1984
    3. March - April 1984
    4. May - June 1984
    5. Later than June 1984

PLEASE TURN OVER



13. What is the composition of your travelling group - by group I mean those people travelling together on this trip?
1. Alone
2. Husband & Wife
3. Couple with Child(ren)
4. Other Family Members
5. Group of Friends
6. One Couple
7. Two or More Couples
8. Business Associates
9. Other (Please Specify)_____

83

14. Is this your first trip to Newfoundland and Labrador? 1. Yes 2. No

84

15. a. Are you planning to return to Newfoundland and Labrador?
1. Yes 2. No (Go to Q21) 3. Maybe (Go to Q21)

85

b. IF YES, what would be the main purpose of any future trips that you are planning? (Indicate only one main purpose for each trip)
1. Conference/Convention (Go to Q16)
2. Other Business (Go to Q16)
3. Sightseeing/Touring
4. Accompanying Others on Business
5. Experience Different Culture/ Lifestyle
(Go to Q20)
6. Visiting Friends/Relatives
7. Change of Environment/Climate
8. Fishing
9. Nearest Point of Air Exit to Another Destination
10. Other (Please Specify)
(Go to Q20)

86 87 88 89 90 91 92 93 94 95

16. a. Would you consider extending a future (business/conference/convention) trip to Newfoundland and Labrador by at least one night to include some vacation time?
1. Yes (Go to Q16b) 2. No (Go to Q17b) 3. Maybe (Go to Q17b)

96

b. IF YES, what is there about or in Newfoundland and Labrador that would make you consider taking some vacation time while here on a business trip?
_____
_____

97 98 99 100 101 102 103 104

17. a. Are there any services and facilities or attractions and events that you would require to be in place or improved before you would actually extend that (business/conference/convention) trip?
1. Yes (Go to Q17c) 2. No (Go to Q18)

105

b. Are there any services and facilities or attractions and events that we could put in place or improve that would make you consider extending a future (business/conference/convention) trip?
1. Yes (Go to Q17c) 2. No (Go to Q18)

106

c. IF YES, please specify what must be in place and/or improved:

MUST BE IN PLACE	MUST BE IMPROVED (In What Manner?)
1. _____	1. _____
2. _____	2. _____
3. _____	3. _____

107 108 113 114 109 110 115 116 111 112 117 118

18. HAND THE RESPONDENT CARD A

Which of the following do you feel are important in influencing the business traveller to take some vacation time while on a business trip? (More than one response may be indicated)
1. Travel Agents
2. Inflight Advertising
3. Travel Literature in Hotels/Motels
4. Travel Literature Obtained Before the Visit
5. A Previous Visit
6. Other (Please Specify)

119 120 121 122 123 124

TAKE BACK CARD A FROM RESPONDENT

19. a. In general, when do you usually make the decision whether or not to extend a (business/conference/convention) trip to include some vacation time - before leaving to go on the trip or after you get there?
1. Before Leaving 2. After Get There

125

b. If you felt like staying an extra night or more once you had arrived at your trip destination, how flexible generally is your departure date to return home?
1. Very Flexible
2. Somewhat Flexible
3. Somewhat Fixed
4. Not At All Flexible

126

127

20. When are you planning your next trip to the Province?
1. 1984 2. 1985 3. 1986 4. 1987 5. 1988 or later

128 129 130

21. What is your occupation? _____

131 132

22. How old are you?
1. 17 and under
2. 18 to 24
3. 25 to 29
4. 30 to 34
5. 35 to 39
6. 40 to 44
7. 45 to 54
8. 55 to 64
9. 65 to 74
10. 75 and over

133

23. What is your marital status? 1. Single 2. Married 3. Widowed 4. Divorced 5. Other

134 135

24. IF MARRIED, What is the total income of you and your spouse?
IF NOT MARRIED, What is your income?
1. $11,999 and under
2. $12,000 to $19,999
3. $20,000 to $24,999
4. $25,000 to $29,999
5. $30,000 to $34,999
6. $35,000 to $39,999
7. $40,000 to $44,999
8. $45,000 to $49,999
9. $50,000 to $59,999
10. $60,000 and over

THANK-YOU

136 137 138 139 140 141 142 143 144

Adjustment/Weighting Procedures

Two adjustment factors were used. The first adjustment factor identified as the "party adjustment factor" was used when datum pertaining to parties was the basis of analysis. The second adjustment factor identified as the "respondent adjusment factor" was used when the datum pertaining to the individual or respondent was the basis of analysis.

The adjustment factors were calculated for each stratum within an airport grouping. Each stratum defined a specific two week period in which a departing flight operated.

The party adjustment factor for any stratum within an airport grouping was calculated as follows:

$$\text{party adjustment factor}_{ih} = \frac{\%\text{ of total boarding parties}}{\%\text{ of total interviewed parties}}$$

$$= \left(\frac{N'ih}{N'}\right) \div \left(\frac{nih}{n}\right)$$

$$= \left(\frac{\frac{Nih}{Pih}}{nih}\right)\left(\frac{1}{N'}\right)\left(\frac{n}{nih}\right) = \frac{Nih \times n}{Pih \times N'}$$

where:

- N'ih is the calculated number of boarding parties in stratum h of airport i ($N'ih = (Nih) \div \frac{Pih}{nih}$),
- Nih is the number of boarding passengers for stratum h of airport i,
- Pih is the number of boarding passengers in the parties interviewed,

- nih is the number of parties interviewed in stratum h of airport i,
- N' is the total of all the calculated numbers of boarding parties ($N' = \sum_{h=1}^{x} \sum_{i=1}^{6} Nih$ where x = the number strata in each airport i) and
- n is the total number of interviews ($n = \sum_{h=1}^{x} \sum_{i=1}^{6} nih$, where x = the number of strata in each airport i)

The respondent adjustment factor for any startum within an airport grouping was calculated as follows:

$$\text{respondent adjustment factor}_{ih} = \frac{\% \text{ of total boarding passengers}}{\% \text{ of passengers interviewed}}$$

$$= \left(\frac{Nih}{N}\right) \div \left(\frac{nih}{n}\right)$$

$$= \frac{Nih \times n}{N \times nih}$$

where:

- Nih is the number of boarding passengers for stratum h in airport i,
- N is the total number of boarding passengers ($N = \sum_{h=1}^{x} \sum_{i=1}^{6} N$
- nih is the number interviews for stratum h in airport i and
- n is the total number of interviews ($n = \sum_{h=1}^{x} \sum_{i=1}^{6} nih$).

APPENDIX - C

Tourist Regions - Newfoundland and Labrador

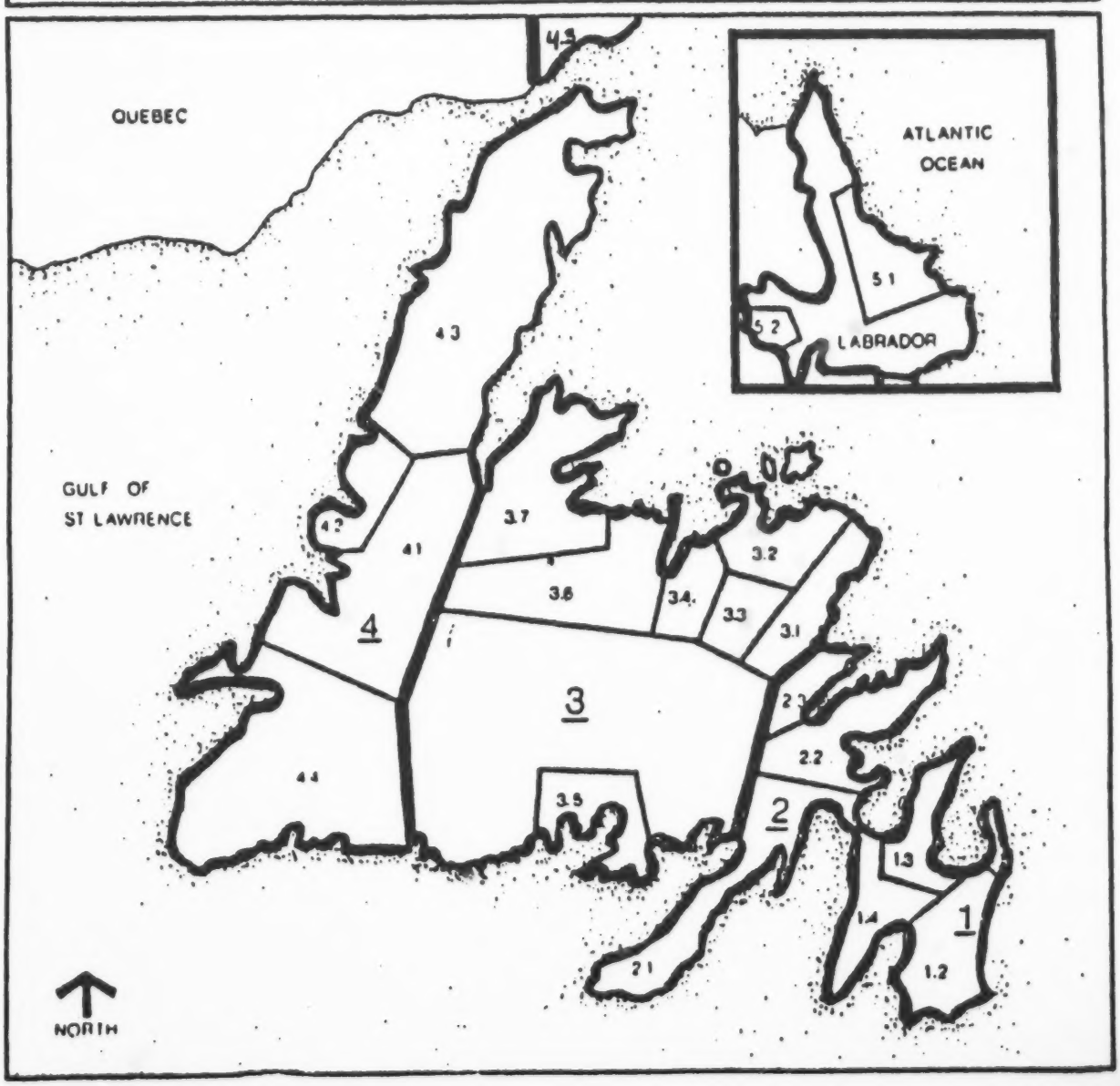
REGION 1 - AVALON
- Area 1.0 St. John's
- 1.1 Conception Bay South, Bell Island, Torbay
- 1.2 Southern Shore
- 1.3 Holyrood, Bay de Verde, Whitbourne
- 1.4 Colinet, Placentia

REGION 2 - Bonavista-Burin-Eastport
- Area 2.1 Burin
- 2.2 Bonavista
- 2.3 Eastport

REGION 3 - CENTRAL
- Area 3.1 Gambo, Bonavista North
- 3.2 Gander Bay, Islands
- 3.3 Gander
- 3.4 Lewisporte
- 3.5 Harbour Breton, Bay D'Espoir
- 3.6 Grand Falls
- 3.7 Springdale, Baie Verte

REGION 4 - WESTERN
- 4.0 Corner Brook
- 4.1 Deer Lake, Bay of Islands
- 4.2 Bonne Bay
- 4.3 Great Northern Peninsula, Labrador Straits
- 4.4 Stephenville, Port-Aux-Basques

REGION 5 - LABRADOR
- 5.1 Lake Melville
- 5.2 Labrador City



Provincial Tourism Regions

Region 1

All that portion of the Province of Newfoundland and Labrador contained within the boundaries commencing at, and including Fair Haven and proceeding along Route 203 and its intersection with Route 201 and proceeding northwesterly direction along Trinity Bay to the ocean and thence southerly and westerly in the Ocean to Placentia Bay and thence northerly along Placentia Bay and the Eastern Channel (including the Iona Islands) to Fair Haven.

Region 2

All that portion of the Province of Newfoundland and Labrador which is contained within the boundaries commencing at the western, northern and eastern boundaries of Region 1 and proceeding in a northwesterly direction from where Trinity Bay merges into the Ocean to Bonavista Bay and thence southwesterly into Pitt Sound Reach and thence following the southeastern boundary of Census Sub-division 7N (excluding Dark Cove, Middle Brook and Gambo) in a southwesterly direction until it joins the western boundary of Census Division 2 and thence in a South westerly direction along the boundary of CD2 into Belle Bay and further into Fortune Bay to the Ocean and then southerly and easterly to the boundary of TR #1.

Region 3

All that portion of the Province of Newfoundland and Labrador which is contained within the boundaries commencing at the boundary of Region 2 in Bonavista Bay and thence proceeding in a northerly and westerly direction into White Bay (including Horse Islands) and thence into White Bay to the point where Chouse Brook merges into White Bay and thence in a southerly and southwesterly direction through the centre of Sandy Lake and thence easterly to and including Gaff Topsail thence following the western boundary of Census Division 6 so there it crosses the Burgeo Road to the West of Southwest Pond and thence in an southerly direction along the eastern side of the Burgeo Road to, though excluding, Burgeo and into the Gulf of St. Lawrence and thence proceeding in an easterly direction to the boundary of TR #2 in Fortune Bay.

Region 4

All that portion of the Province of Newfoundland which is contained within the boundaries described below:

. the western boundary of TD #3 on the east and the Gulf of St. Lawrence on the south, west and north but including that area of Labrador South contained within Census Sub-Division 10A bounded by the Quebec boundary to the west of L'Anse au Clair and a point just south of Temple Bay to the Northwest.

Region 5

All that portion of the Province of Newfoundland which is contained with the boundaries of Labrador, excluding that area of Labrador South included in TR #4 and described above.